



OFFICIAL

PROGRAM

28th ANNUAL

ALLEY OF THE MOON

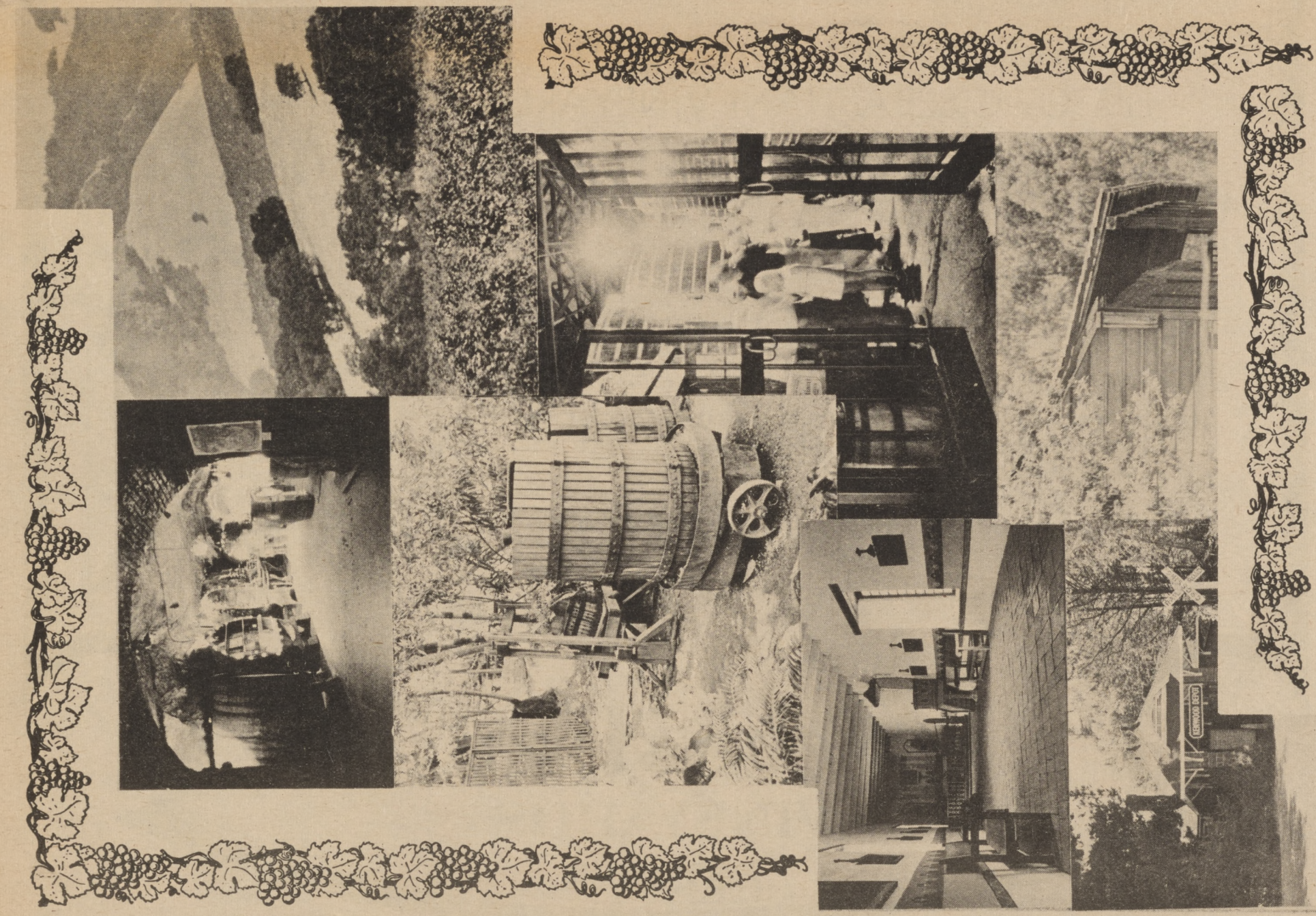
Vintage Festival

SEPTEMBER 28 & 29, 1974

Supplement to

The Sonoma Index-Tribune

September 26, 1974





YOU'RE INVITED TO VISIT HISTORIC SEBASTIANI VINEYARDS

Our Cellars were founded in Sonoma Valley on the oldest mission vineyards in California's famous North Coast Counties.

Here, my family has made fine premium wines in the unhurried old-world tradition for three generations. They are still aged in the classical way — softened in redwood and mellowed in many small oaken barrels — a reflection of our family's philosophy that "there are no shortcuts in the making of great wines." We invite you to try them in our tasting room.

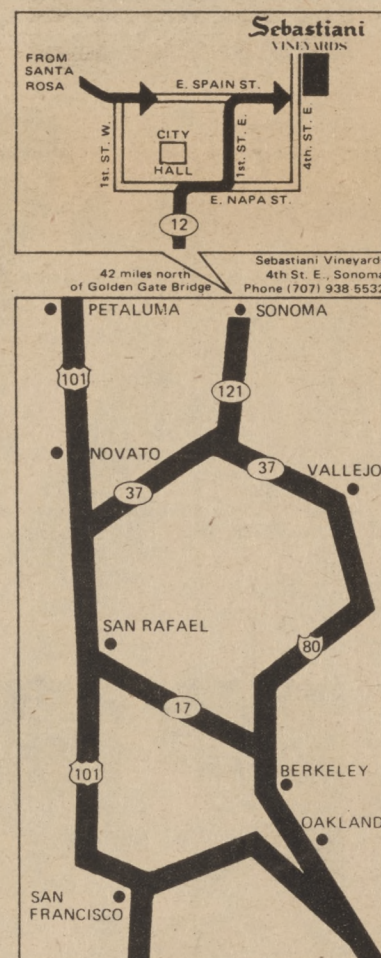
You also may enjoy seeing what we believe is the largest collection of carved wooden wine casks in the United States. Guided tours of the winery are conducted from 10 to 5 daily.

Sam J. Sebastiani
Sam J. Sebastiani

Sebastiani

VINEYARDS

EST. 1825



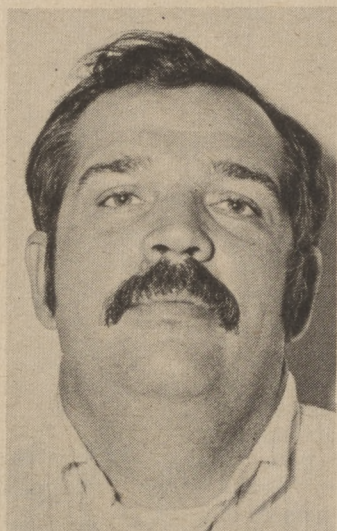
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VALLEY OF THE MOON VINTAGE FESTIVAL ASSOCIATION, INC.

1974

Sonoma, Calif.

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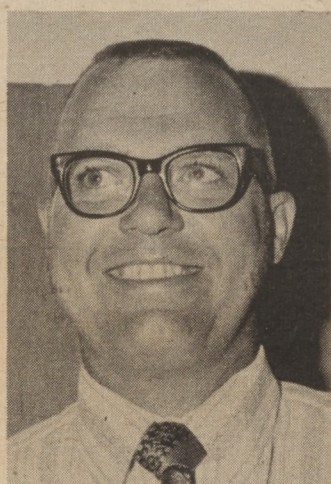
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THE BLESSING

O God, who for the welfare and happiness of mankind, didst create the fruits of the earth, we pray and beseech Thee that Thou wilt deign to look upon our friends and orchards and vineyards and continue to bring them in due season to blessed maturity.

We thank Thee for the richness of our soil in this Valley of the Moon, for the springs of water and for the rain, for the heat of the sun which swells the plants in the freshly cultivated fields, beautiful to the eye and promising a rich harvest, and for the grape clusters telling us of Thy bounty. May we be ever grateful for Thy many favors. May we bask in the warmth of mutual sincerity and grow into a lasting trust and love of Thee. Amen.

The Blessing of the Grapes

11 a.m. Saturday at the Sonoma Mission

The Blessing of the Grapes ceremony is the initial observance in a two-day program of Sonoma Valley's annual Vintage Festival. In keeping with tradition, priests representing the padres who established Mission San Francisco Solano de Sonoma in 1832, conduct the services. It is an expression of thanks for the bounteous harvest of the region.

During the ceremony, produce from the vineyards is used to symbolize the valley's harvest because grapevines have been so important in Sonoma history.

In 1825, the Franciscan padres planted grape vines to obtain wines of sacramental purposes. Part of this vineyard survives today in the Sebastiani properties northeast of the Mission.

In 1835, General Mariano G. Vallejo, commandant of the Alta California northern frontier, planted other varieties of grapes and in addition to his military skills became famous for his unusually delicious table wines.

In 1857, Agoston Haraszthy, a Hungarian nobleman with a

passion for growing things, planted 560 acres at Buena Vista in carefully selected grape cuttings which he brought from Europe. From this beginning, choice vintage California wines became world famous. The original acreage is still producing.

In the 1890s European vineyards were ravaged by a blight called Phylloxera. It was discovered that roots growing in California had become disease-resistant to the blight and thousands and thousands of California grape cuttings were sent back to the places they came from originally to help save European vineyards. The project was successful and the story has become an important part of the history of viticulture.

During 1974 there has been a large increase in the amount of acreage devoted to the growing of vintage grapes. Amid Sonoma Valley's pastoral beauty, citizens feel fortunate for the area's history, its richness and neighborliness.

So each year a Blessing of the Grapes ceremony is conducted to express thanks for the harvest and good fortune the valley enjoys.



DEVON WENDY WINTER FRITZI

YOU BABES LEVI'S FOR MEN LEVI'S JUNIORS

DeWEESE HANES DEENA DREAMAWAY PLAYTEX

EXQUISITE FORM MOJUD LIL AIRESS COUNTRY AIRE

BLUE BIRD FIELDCREST COBBLERS SWINGERS VANTONI

KEDS BOB WOLF OSHKOSH LEVI'S CAMPUS FARAH

BRAD WHITNEY ROUGH RIDER CORNELL MANHATTAN

SKI SKINS PIPERS DEVON WENDY WINTER FRITZI

LEVI'S FOR MEN LEVI'S JUNIORS DeWEESE

PLAYTEX EXQUISITE FORM MOJUD LIL

FIELDCREST COBBLERS SWINGERS

CAMPUS FARAH BRAD WHITNEY

DEVON WENDY WINTER

DeWEESE HANES DE

MOJUD LIL AIRESS

SWINGERS VANTONI KEDS

BRAD WHITNEY ROUGH RIDER

Vintage Festival Greetings

from

David's

in Fiesta Center

Men's, Women's and Children's
Apparel and Shoes

OPEN SUNDAYS 11 TO 4

HANES DEENA DREAMAWAY

BLUE BIRD

OSKOSH LEVI'S

SKI SKINS PIPERS

VI'S JUNIORS

FORM

EST COBBLERS

LEVI'S

MANHATTAN

CAMPUS FARAH

Vallejo-Haraszthy Wedding



Re-enacting the double wedding of the daughters of Sonoma's founder, General Mariano G. Vallejo and the sons of Col. Agoston Haraszthy, known as the father of California viticulture.

General Vallejo	Dick Stanley
Mrs. Vallejo	Sue Stanley
Count Haraszthy	Jan
Count Haraszthy	Jan Haraszthy
Mrs. Haraszthy	Mrs. Jan Haraszthy
Jovita Vallejo	Carol Alvarez
Natalia Vallejo	Mrs. Stan Augustine
Arpad Haraszthy	Barry Bosshard
Atila Haraszthy	Stan Augustine
Bridesmaids	Trudy Smith
	Michelle Jordain
Man-on-the-spot	Richard deLambert
Wedding guests	Many residents and guests of the townspeople.

(At Sonoma Mission 3 p.m. both days)

Raising of Bear Flag - Stars and Stripes



BEAR FLAG INCIDENT

A re-enactment of the revolt by a group of early California settlers and visitors to Sonoma dissatisfied with Mexico's rule over California. They seize the military barracks here and take General Vallejo prisoner. In the Plaza they pull down the Mexican emblem and raise the Bear Flag, proclaiming a "California Republic."

THE RAISING OF THE STARS AND STRIPES

Marching contingent from the U.S. Naval Security Activity, Skaggs Island and the Sonoma Valley Chorale.

(At the Bear Flag Monument 1 p.m. Saturday)

Sonoma Landmark Since 1955



SHERMAN'S
FURNITURE · CARPETS · DRAPERIES

Lilyan Carash Sherman Carash Wolf Carash

Sherman's of Sonoma, oldest home furnishers and interior designers of Sonoma Valley. Sherman's features carpets, area rugs and Oriental reproductions by Karastan, furniture by Thomasville, Hekman, Davis Cabinet, Baker, Knapp & Tubbs, Brown Jordan and Founders. Lamps by Stiffel and Frederick Cooper. Complete furnishing and interior design service including custom draperies, fine wallpapers and area rugs.

Among Vintage Festival features

LAS BRUJAS

The presentation of Las Brujas will be the highlight of this year's Vintage Festival. The Las Brujas is internationally known through tours and performances throughout South America, the United States as well as the Middle East. The troupe is composed of three female dancers, one male dancer, two flamenco guitarists and flamenco vocalists. The female lead dancer, Carol Salicru, is one of the most respected flamenco dancers in the world today, her counterpart Cruz Iouna, male lead has numerous tours and professional performances under his belt. The Vintage Festival '74 will be long remembered for the performances of Las Brujas.

YOUNG AT HEART

The Young at Heart is composed of senior citizens from throughout the Sonoma Valley. Their "instruments" range from washboards to kazoo's complete with bubbles. The Young at Heart has been a hit for many years in the valley and are a favorite of Vintage Festival crowds each year they perform.

EAST BAY BANJO BAND

A colorful float and more banjos than anyone can imagine is the trademark of the East Bay Banjo Band. Again, this year's parade will be highlighted by this ensemble and after the parade on Sunday a special concert in front of the city hall.

TENNESSEE TOP CATS

If you like Dixieland Jazz, then you'll want to hear the Top Cats. The group is composed of young men from Santa Rosa who have performed throughout the Redwood Empire, entertaining thousands of Dixieland Jazz fans.

SONOMA DRIFTERS

Country music is really coming into popular demand. The Sonoma Drifters are representing the country music scene in Sonoma County. They have performed at countless dances and are always a big success. If you have a hankerin' to hear what country and western music is all about, hitch up to the Sonoma Drifters.

SONOMA COUNTY CONCERT BAND

The Sonoma County Concert Band is regarded as one of the finest union wind bands in the entire Bay Area and Northern California. The literature performed varies from many musical periods. The band is exciting to listen to and always inspires its crowds to toe-tapping and loud applause. Conductor of the band is Robert Norman.

ST. FRANCIS FOLK SINGERS

A group of young people interested in expressing their faith in the contemporary folk idiom. Their refreshing approach is inspiring and is entirely worth the time to see them.

CLARA CARBONARO GRECO ACCORDIONS

Always a hit at the Vintage Festival, Mrs. Greco brings her talented young students to the Festival in full costume to bring a special lift to the celebration.

SONOMA VALLEY CHORALE

The Sonoma Valley Chorale, under the direction of James Griewe, is currently in its second concert season. In that time the Chorale has developed a total membership of 160 with a sustaining performance ensemble of between 120 and 130. The Chorale is presently preparing for their annual Fall-Winter concert, this year to be presented December 15 and 16 at the St. Francis Solano Church.

SONOMA VALLEY JAZZ BAND

The Sonoma Valley Jazz Band is currently in its second season. The Jazz Band is made up of selected students from the Sonoma Valley schools. Last year the band travelled to the city of Reno, Nevada, to be judged at the Annual Jazz Festival. They have currently formed a Parents Booster Club to aid them in fund raising to be used to attend other worthwhile events.

SCHOOL OF MODERN DANCE

The School of Modern Dance under the direction of Miss Samantha Maynard has developed into an asset for the valley as her student load is quite impressive which points out the felt need for this artistic service. Miss Maynard, a professional dancer of wide renown, presents students of her school on Vintage Festival Saturday.

CHILDREN'S BALLET THEATRE

The Children's Ballet Theatre is under the direction of Miss Beth-Marie Deenihan, internationally known ballet dancer and instructor. Miss Deenihan will present her students in a performance of classical ballet on Sunday, September 29.

REDWOOD CHORDSMEN AND SWEET ADELINES, BARBERSHOP CHORUSES

Barbershop Harmony is always a favorite form of entertainment. These two choruses are the best in Sonoma County when it comes to Barbershop singing.

(Continued on Page 7)

While visiting the Vintage Festival please stop by to shop and talk



John Metalinos and family

THE FRUIT BASKET

Beautiful fresh fruit and vegetables, local farm fresh eggs
home made pasta, dried fruits, wines

Arnold Drive

(In Schellville south of Sonoma opposite airport)

938-4332

The first Vintage Festival - - held at Rhinefarm in 1897

By JERRY PARKER

The first Vintage Festival, staged on Oct. 9, 1897 at Rhinefarm in Buena Vista, was nothing like today's celebration. It was a romance set in ancient Greece and had a cast of players in togas and goatskins and other more diaphanous attire who portrayed vineyardists, herdsmen, nymphs and assorted deities.

A writer for one of the San Francisco dailies of the time was so enraptured by the event

that he draped his news story in the following glowing headlines in the fashion of that time.

"An Arcadia in Sonoma's Woodlands"; "One Eve of Pleasure at the Beautiful Vale of Pansies"; "Nymphs in a Love Romance"; "Greek Mythology Given Life in a Moonlit Mountain Canyon"; "Outdoor Revel at the Rhine Farm"; "Brilliant Theatricals Staged on a Greensward Between Wooded Steeps".

APPARENTLY the Vale of Pansies at Rhinefarm, the estate of the Gundlach, Bundschu and Dresel pioneer winemaker families, was a perfect setting for the innocent production conceived by high school principal Benjamin Weed. With music by Hugh G. Maxwell.

The news story of the San Francisco scribe continued as follows: "If you long for the peaceful joys of Arcadia, take

(Continued on Page 8)

Among Vintage Festival features

(Continued from Page 6)

"PULSE OF LIFE" (MOVIE)

Sponsored by SAVES (Sonoma Association of Valley Emergency Services), this "must be seen" film will be shown in the Council chambers of the Sonoma City Hall both Saturday and Sunday on the hour -- from 12 noon till 5 p.m. At the same time each of the days there will be demonstrations of CPR (Cardio-Pulmonary Resuscitation) in front of the City Hall.

BEAR FLAG ON EXHIBIT

An old, hand-painted Bear Flag, inscribed "California Republic" of awesome proportions may be inspected at 466 First St. East, Sonoma. Recently acquired from Illinois by Robert D. Parmelee, Festival visitors are invited to view this relic and guess its age and history.

WILLIAM FORSHAY

William Forshay and his Rye-Catchers are popular favorites throughout the County of Sonoma. For this year's Vintage Festival Forshay will be a strolling guitarist singing his many songs which are always in step with the occasion.

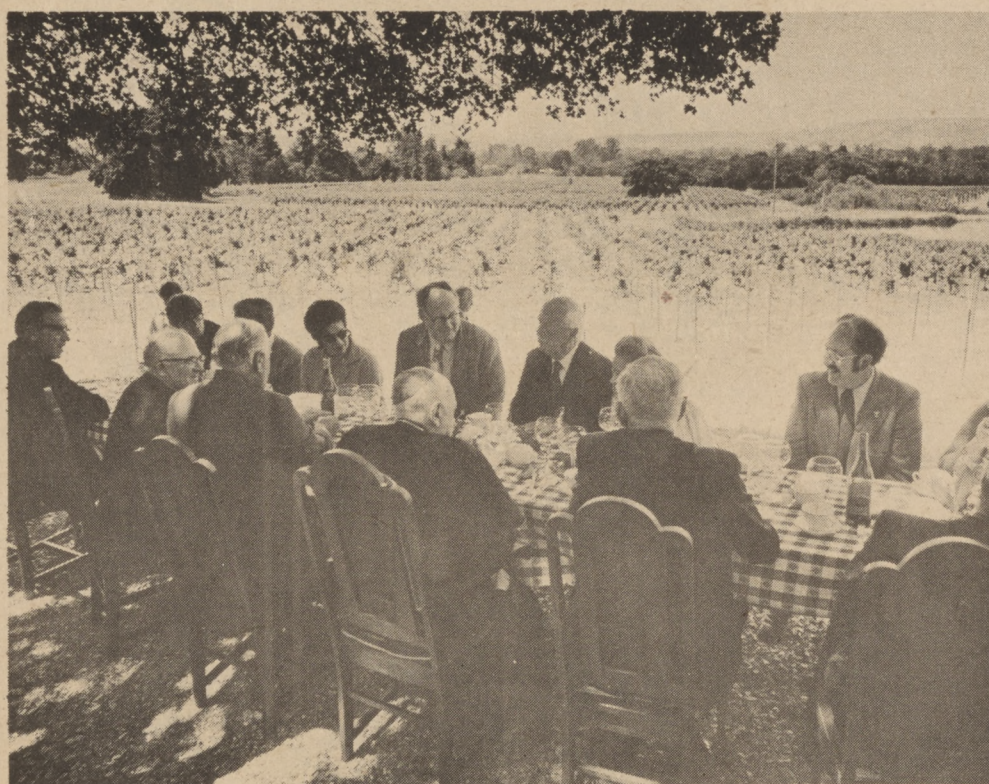


The late Otto Dresel was 'Baby Bacchus' in 1897 Vintage Festival. Otto's father planted grapes at Rhinefarm in 1858.

Have a Vintage Festival picnic under the oaks and overlooking the vineyards at **HACIENDA** Wine Cellars

1000 Vineyard Lane (private extension of Castle Road)

Telephones 938-3220 and 938-2424



Luncheon in the vineyards under shady oaks of the Hacienda Wine Gardens



From Sonoma Plaza go out East Napa Street to East Seventh; turn left to Castle Road; continue on Vineyard Lane to the Cellars.

THE PLAZA

EAST NAPA ST.

SEVENTH ST.

CASTLE RD.

VINEYARD LANE



HACIENDA WINERY and PICNIC AREA

The first Vintage Festival

(Continued from Page 7)

the Tiburon boat, which brings you in Sonoma at half-past seven in the evening.

"It's a commonplace beginning. The boat will be crowded with hunters very likely and the train will stop every now and then to dump them off into some marsh or other. But the end is far from prosaic.

"Step into an open carriage when you get to Sonoma town, drive along the sweet-scented, moonlit, tree-shadowed road for about two miles till you come to the mountains.

"You can't lose your way, for at irregular intervals many-colored lights gleam, now from one side, now from the other. The road winds beautifully in and out, across wooden bridges, up and down and around pretty, dusky corners, but ever ahead a green star or a red firefly twinkles invitingly.

"Follow confidently for at the end of the road is Arcadia."

ARCADIA was a natural amphitheatre in which, as the Index-Tribune editor said, "gnarled oaks serve for scenery and grassy hillsides for orchestra and dress circle."

What Weed and his fellow members of the Bacchus Club staged was a two-act sentimental love story about Corola, the daughter of a vineyardist, and Corydon, a young goatherd.

They plan to be married but

Corola's father reminds her that the grape crop has been poor for the past three years. Unless the forthcoming harvest is a bountiful one, he cannot spare her from his side, the father tells the stricken maiden.

The young lovers console each other and go to the woods to beg their friends, the wood nymphs, to intercede with Bacchus, the god of wine.

Bacchus answers this plea and causes the grape harvest to be a specially bounteous one. The only obstacle to the marriage of Corola and Corydon is removed and they join hands as a joyful chorus of all the participants resounds in the woodland.

THE ROLES of the lovers were taken by Weed and Miss Gundlach. The part of Bacchus was sung by Robert Bien, a San Francisco opera star, whose rich baritone voice gained much applause.

The nymphs were Claire Hope, Julie Granice, Miss Thorndyke of Berkeley and Miss Frauenholz of San Francisco.

The goatherds were R. M. Sims, Vernon Goodwin, H. Gundlach and J. R. Edwards, the latter of Santa Rosa.

Appearing as the baby Bacchus was the late Otto Dresel.

Portraying the vintagers were many members of the Bundschu and Gundlach families.

The



Call

SAN FRANCISCO, MONDAY MORNING, OCTOBER 11, 1897.



On October 11, 1897, the front page of the old San Francisco Call was devoted to this

artist's sketch of Sonoma's first Vintage Festival.

VISITORS

TO THE VALLEY

ARE ALWAYS

WELCOME VISITORS

TO

HANNA

BOYS CENTER



17000 ARNOLD DRIVE AT AGUA CALIENTE ROAD



What you always wanted to know about wines, but were afraid to ask



By RICHARD PAUL HINKLE

((EDITOR'S NOTE: Mr. Hinkle is a free lance writer and wine lecturer who lives in Boyes Springs.))

To hypothesize the making of the first wine is not terribly difficult. We know, for example, that a grape-growing Neolithic civilization existed in an area between the Black and Caspian seas. We know also that wild grapes grew abundantly there.

The first wine was probably made quite by accident: grapes were placed into a crock for storage; the weight of the grapes broke open those resting on the bottom, releasing the sugar-rich juice; and a yeast organism, growing on the skins, began to change those sugars into carbon dioxide and ethyl alcohol (a process called fermentation).

The owner of the grapes, though disappointed by the loss of his edible fruit was, no doubt, amply rewarded for his curiosity in tasting the bubbling liquid.

Many hundreds of years passed until the sophistication of distinctive grape varieties, wooden cooperage for aging, cork closures for bottles, and scientific methods were developed to assist the winemaker. Several thousands of grape varieties are now

catalogued by researchers, with some having over a hundred clones, each claiming the same parentage.

New hybrids are being developed to meet differing climatological criteria. Some wines are fermented in small casks made of oak woods with various and esoteric names, others are fermented in huge concrete tanks.

People still tread the fruit with their feet in parts of Europe. Commercial wineries use stainless steel crusher-stemmers to handle many tons of grapes per hour, to be fermented and "aged" in still larger stainless steel tanks, reminding one of an oil refinery as they stand in long rows glistening in the sun.

A long-standing argument continues to this day unresolved: can plastic and metal closures replace those made of cork and still a) protect a bottled wine from spoilage and b) allow the wine to continue aging?

The fact remains that winemaking is a basic and uncomplicated process. Home winemakers turn out perfectly acceptable and, in some instances, superior wines without intricate machinery or instruments. Much of the wine made during Prohibition

(legally) was made by home aficionados.

What is wine? Though "wines" are made throughout the world from such odd commodities as rice, potatoes, and milk, strictly defined, wine refers exclusively to the fermented juice of the grape.

The winemaker begins with ripe, mature grapes. While fermentation can be initiated by the wild yeast organisms growing on the grape skins, for a guaranteed and predictable fermentation even home winemakers use laboratory developed yeast cultures.

Once the juice has been released from the ripe fruit by crushing, the yeast culture is added to start fermentation. If a white wine is desired, only the juice of the grape will be fermented, for grape juice is almost invariably clear.

For a red wine, however, a black variety of grape must be used (one with pigmented skin) and the pulp and skin of the berry will be left with the juice during the fermentation. The juice will draw the color from the skins and additional body from the pulp as its sugar is being converted by the yeast.

Each sugar molecule will be changed by fermentation into nearly equal parts of carbon dioxide and ethyl alcohol, the former bubbling off and

dissipating into the atmosphere.

The process is normally complete within a week. The new wine will require some aging to become smooth and drinkable. The most sophisticated will age their wine in small oak barrels, others will add oak chips, and still others will be satisfied to allow their wine to mature slowly in glass containers.

Wine is one of the most basic of food products. It stimulates one's appetite and aids in digestion of food. There is no doubt that it places one in a more philosophical mood for one's meal.

As a mild tranquilizer, wine is now being increasingly prescribed by doctors for their patients, young and old alike. It has always been one of the fundamental complements of a civilized meal and the cultivated discourse which follows.

How is it, then, that so elementary a substance became so faddish as Americans jumped en masse onto the winewagon in the late sixties? Largely because those who knew about wine were, many times, not satisfied to graciously share their knowledge, but had to make it the object of some indoctrination, some secret rite of initiation. In doing so, they

succeeded only in surrounding wine in a shroud of affectation. Pure folly!

And folly it is, for wine is meant to be enjoyed as simply as it is easily made. While there is much to be gained in appreciation by learning how and why we smell and taste, for example, appreciation is still in the eye, or in this case the nose and palate of the beholder.

Thus, the only rule I offer to you, a potential wine lover, is this: "If you like it, drink it". That's all. It's an easy one, one that appeals to our search for basics in an increasingly complex life. There is no need to make our pleasures as difficult as the world we live in. We require enjoyment, so much the better if it may be simply had.

Let's talk for a moment about some of those "rules". Many of them are old and time-worn, usually because they are pretty good ones. But it's best to know how and why they got to be rules in the first instance.

Most of them have to do with our ability to sensorially appreciate wine. We really do most of our "tasting" with our noses. The reason is simple: our tongue, without help, distinguishes only four taste sensations (sweet, sour, salt, and bitter). Only the first two pertain to wine, as wine con-

(Continued on Page 10)

Best Wishes For a Successful 28th Annual Vintage Festival

From all of us at...



FIESTA

MARKET

Right on Highway 12, BOYES HOT SPRINGS

AND

FIESTA

MEATS

What you always wanted to know about wines, but were afraid to ask

(Continued from Page 9)

tains no salt and may be considered spoiled if bitter.

Thus, for wine, our tongue tells us little. Our nose, on the other hand (oh?), is able to distinguish some ten thousand different odors. We smell by bringing volatile aromas into our upper nasal passages, where odor receptors in the mucous membrane attach to the aroma and transmit it to the brain by way of the olfactory nerve.

Two things, then, become of great importance to our sensory appreciation and awareness of wine: to release as much volatile aroma as possible from the wine; and to bring that aroma in as high a concentration as possible to the nose, or upper nasal passages. The rules, then.

"Chill white wines; reds at room temperature." A question of taste, but generally whites seem to taste better at about 60 degrees F. than at any other temperature. Reds give off the most volatile aroma and best taste at about 68 degrees F. Hence, the "rule." Still, if you like ice cubes in your red wine, that is how you ought to drink it.

"Open the bottle well before serving." We call this breathing, and it helps to release more volatile aroma from the wine. Obviously, the

time varies in relation to the quality, type, and age of the wine: a shorter time for older wines, a longer time for younger, heavier-bodied wines.

One expert I know was asked, "Why should I open the bottle and leave it standing upright before serving it?" He couldn't resist: Because you'd lose your wine if you left it on its side."

"Use only a glass with a narrow flute and a large bowl." The best wine glasses are narrow at the top so that the aroma will be concentrated where the nose will pick it up. The bowl should be large for practical reasons: it will hold more wine.

Incidentally, "champagne" glasses (the flat, disc-shaped ones) get my vote as the worst glasses in the world. They don't hold enough wine to satisfy a satiated cat and the aroma of that wonderful, sparkling liquid is quickly dispersed everywhere but to one's nose. A cruel hoax at best.

"White wine with white meat, Red wine with red meat." Basically a good rule which has been bastardized by the fact that the reasoning behind it was cast aside somewhere along the line. The rule should read, "wines should be matched with foods of similar body". Translated, this means that one ought not serve a light-bodied

wine (of any color) with a sturdy, well-seasoned dish.

You couldn't taste a delicate Chardonnay with piroshki or stuffed bell peppers. What we are talking about is compatibility of wine and food. Properly matched, wine and food represent the nearly ideal combination of elements. Thus, a Zinfandel might easily be served with smoked salmon or a hearty Johannisburg Riesling matched up with a subtle veal dish. Balance is the key.

But it all comes back to enjoyment, pure and simple. As one of my best wine friends is oft-quoted as saying, in the utmost seriousness (it is Fred's life's motto): "The best wine in the world is the one that's in your glass." A votre sante! To your health!



IN EARLY WINERIES everything moved by gravity so grape crushing was done on the top floor, as this photo illustrates. Grapes were hoisted to crusher by conveyor belt.

Early-day wineries here were different

By WILLIAM F. HEINTZ

Anyone visiting a typical old stone winery on a hot summer day is likely to become a little envious of a California wine maker. The thick stone walls provide a natural air-conditioning as well as barrier to the noisy outside world.

But such cool surroundings were not exactly the usual working conditions of just a few decades ago for the typical vintner, and certainly not a century ago. In the 1880s, four out of five wineries were con-

structed of redwood and a hot summer day outside was only slightly less so inside.

This dramatic change from wood to stone involving the outer structure of California's wineries (or the modern multi-material surfaces), is symbolic also of what has transpired inside. Wine making has changed so much with modern technology—especially with the assistance of the electric motor—that a reincarnated wine maker might not recognize his

(Continued on Page 11)

New in Sonoma Valley

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Early-day wineries here were different

(Continued from Page 10)

old pursuit today.

Should a vintner of that early era return for a brief visit, his first surprise might very possibly be the locations being selected now for new wineries.

In 1880, a hill was nearly always a necessary adjunct for a winery. With the winery butting against the hill, a road could be constructed up its side directly to the back door of the top floor.

All of the crushing equipment was in the attic or top story and the reason for this location was a simple one: the fresh grape juice could be fed by gravity-flow to the fermenting tanks on the second floor or stored and aged on a floor below that. Electric motors to pump wine from tank to tank were, of course, non-existent.

A reporter from the San Francisco Daily Alta was introduced to this arrangement in a rather startling manner when he visited the Buena Vista Winery shortly after it opened:

"In the same room we were shown the grape crushers and the powerful wine press. . . In the floor of this story we noticed eleven trap doors. Upon asking where they led, one was opened, a ladder was secured and armed with candles, we descended. On reaching the foot of the ladder, we found ourselves in an immense vat, ten feet bottom and seven feet height, capable of containing 3,835 gallons."

Upon emerging from a small door at the bottom, the writer found himself now on the ground floor of the winery (this

building containing but two floors).

If the winery was not fortunate enough to be in hill country, grapes were still transported from the ground to the top floor on a conveyor belt.

Crushing these grapes was a nearly unbelievable, tedious job. The manually operated crusher held four to ten boxes of grapes, depending on its size. There was no de-stemmer or method of removing leaves, etc. Buena Vista winery had a rare, twelve horse-power steam driven crusher which worked erratically.

Arpad Haraszthy once recalled, that as late as 1863 in Sonoma Valley, the only crusher available for the entire area was one designed originally for apples. (The old European foot-stomping method was looked upon with disfavor.)

By far the majority of grapes crushed in a typical Sonoma county winery in 1880 would have been Zinfandel. It was the most common blending grape for the popular "Claret" wines. Riesling, Golden Chasselas, Crabb's Burgundy, Malvoise, Burger, Mataro and the standard "Missions" were other favorites.

After the fermentation process of a week to two weeks, the wine was drained for aging and storage to a lower or ground floor. Few wineries kept their product longer than six months for it was usually sold within that period to a large San Francisco warehouse for further aging and sale. As little as

one or two barrels of wine would be kept back for family use.

(With the winery's contents entirely removed, the empty building lost its natural cooling agent and, of course, heated up under the sun. Along with the omnipresent swarms of flies, this was not an ideal place to work.)

A few of these 19th century wineries were large enough to bottle a part of their outlet at the winery. (Brandy or champagne was always bottled but the sale of wine in glass did not become common until after World War Two.) Frona Eunice Wait described the rather "crude" and slow process in her 1889 book *Wines and Vines of California*:

"Great care is exercised in putting the wine into the bottle. It is drawn with a siphon to prevent contact with the air and is not allowed to bubble. Then the cork which has been previously soaked is jammed in by a little machine, the top deftly trimmed with a sharp knife, and the fancy cap put on by the next operator, who uses a neat little vise to compress it tightly around the neck.

The filled bottle is handed over to labelers, generally swift-fingered girls, who pass on the label and brand; and the girl next to her wraps the bottle in fine tissue paper, and it is then ready for its tulle wrapper, after which it is placed in the case."

Each step of this operation involved one person, including "trimming" each cork! Wrapping the bottle with tissue



MOST SONOMA COUNTY wineries of the 19th century were built into hillsides to allow the grape-loaded wagons to drive to the crusher on the top floor. The wine dribbled into the fermentation tanks by gravity.

paper, etc. was a common practice until the mid-1940s.

A "cooper's" shop might also be included in a winery if it were large enough. Here were made the wine barrels, puncheons and tanks. Coopers were frequently traveling itinerant workers, used by the winery as needed and were once a highly skilled, significant part of the wine industry.

Prohibition marked the demise of the old redwood winery in California for few of these wooden structures survived that fourteen-year episode. Fire consumed many of them, such fires often set purposefully to cover the late

night, unlawful sale of a winery's contents.

Here and there on the California landscape, an old white-washed redwood winery still stands, most now serving their last years as a barn or repair shop. It may be pure imagination but anyone with a sense of history can hear in each, the faint sound of a cooper's hammer or smell the lingering scent of fermenting wine.



AN ADOBE WITH A HISTORY. El Dorado is among the first adobe buildings erected in Sonoma by Don Salvador Vallejo. He was a brother of General Mariano G. Vallejo, founder of Sonoma in 1835. The adobe building on the west side of the Sonoma Plaza, which includes El Dorado, was a favorite hotel in the 'forties. Pierce and Randolph were the best known proprietors after the Bear Flag raising and American occupancy. The Salvador Vallejo adobe was also an early school, and theatrical performances were held upstairs with an entrance on Spain Street.

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Meet Wm. F. Heintz, local wine historian

"Few wine-making families of Sonoma County have any concept of the technical contributions that a grandfather or father may have made to California viticulture" observes historian William F. Heintz. "Uncovering such history is precisely my job when a winery calls me in as a research consultant."

"What makes my kind of work so enjoyable is the element of surprise," Heintz is quick to add. "I frequently turn up actual descriptions of a winery's construction, circa the 1880s or 1890s, which were printed in magazines or newspapers far removed from Sonoma County."

Heintz is founder and director of Californiana Research of Glen Ellen, an organization which must offer one of the most distinctive services in the nation. The company prepares histories covering the founding and year-by-year activities of wineries and-or vineyards.

An old county voter registration book, located in Sacramento, provided Heintz with a solid clue recently as to why one vintner of an early era was never quoted in newspaper accounts of wine-making although the winery was a large enterprise.

He could not read or write English and spoke it poorly. Besides this unknown fact (or forgotten by the family), the same document even included physical characteristics of the man.

The success of Californiana Research in carrying out such historical sleuthing can be measured in part by the clients it has had since it was founded four years ago: Beaulieu Vineyard and the Inglenook Winery of Rutherford, Geyser Peak Winery of Geyserville, and Simi and Chateau Souverain of Healdsburg.

Besides private research studies, Heintz is a frequent contributor to magazines and his articles have appeared in journals as far away as Hong Kong.

Indexing newspapers for every fragment of information on early wine history occupies much of Heintz's time. He has read every issue of the Sonoma Index-Tribune from 1880 to the late 1890s and each mention of grapes, wine or families involved in early viticulture, is typed on index cards and maintained in a master file.

This methodical indexing turns up some unusual stories



WILLIAM F. HEINTZ

about valley wine-making, often in publications from foreign countries. The London, England, Illustrated Graphic of October, 1887, for example, carried a story on Kate Warfield and her "Ten Oaks Vineyard."

"I finally found a copy of that actual magazine in the University library at Berkeley," notes Heintz. "It took the library two days to retrieve it from storage but I have learned to be patient."

"That is the first characteristic of a good wine historian," he added with a smile.

The first winery in Sonoma Valley - - 1852

The site may seem unlikely but on the banks of Calabazas Creek (Nun's Canyon) just off Highway Twelve, the first winery in Sonoma Valley was constructed in 1852. The rough timbers for it were cut and hewed on the spot by the winemaker, Joseph A. Williams.

This historical fact, repeated often in early literature on valley winemaking, always carries a qualifying statement by Williams, whose early grape growing predates Agoston Haraszthy by several years.

According to Williams, all of the wine made in Sonoma and the valley prior to his arrival (less than 6,000 gallons), was produced in the old Sonoma barracks or at the Mission. His structure was the first to serve exclusively as a winery.

The Santa Rosa Democrat in January, 1881 carried this description of the building:

"(Williams) showed the writer the first building erected in this valley especially for a wine cellar - a large log cabin built originally into an excavation made into a steep bank. The interstices between the logs are filled with clay, and the whole covered with shakes.

"This cellar was built twenty-eight years ago, in 1852, and the logs were felled and hewn and the shakes split by Mr. Williams, then in the prime of his life. The old cellar is still in use as a fermenting house."

What remained of the "Williams Winery" was only recently removed and the site cleared because of its hazardous, deteriorating condition.



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Author Jack London bought Glen Ellen ranch with \$7,000 advance royalties on 'The Sea Wolf'

By RUSS KINGMAN

(EDITOR'S NOTE: Mr. Kingman is an authority on Jack London and proprietor of the Jack London Bookstore and Museum at Jack London Village in Glen Ellen.)

The Valley of the Moon is probably the best known valley in the world. Ask anybody and their immediate reply is "That is where Jack London lived." They have read about the valley in his books "The Iron Hell," "Burning Daylight," "John Barleycorn" and especially in "The Valley of the Moon." In 1976 Sonoma Valley will celebrate both the American Bicentennial and the Jack London Centennial.

The Jack London Ranch is located in the shadows of Sonoma Mountain in an area where thousands of Indians roamed through the Manzanitas, Madronas and Redwoods. A veritable dreamland of fern-filled canyons, forested hills and spring-fed, whispering streams.

A large portion of the present Jack London Ranch was owned previously by one of the oldest wineries in the valley -- Kohler and Frohling. The red volcanic earth provided one of the finest wine soils in the world and the four hundred tillable acres had never felt the bite of frost.

The old vineyards were beyond salvage and the buildings were not available so the land was used in the creation of Jack London's "Beauty Ranch" -- an experiment in scientific farming that changed the farming habits of the whole area.

In April of 1905 Jack purchased the 129-acre Greenlaw place, owned at that time by Robert P. Hill, for \$7,000. The money came from advance royalties on "The Sea Wolf," most of which had been written on the banks of Wild Water Creek at Wake Robin Lodge in Glen Ellen.

While Jack and Charmian were wandering through the South Pacific on "The Cruise of the Snark," his wife's Aunt Ninetta purchased for him the tiny "Fish Ranch" and the "LaMotte" 130 acres adjoining Wake Robin Lodge. She also managed to grab a small strip to connect the LaMotte and Hill properties.

The Kohler and Frohling 700 acres were bought in May of 1910 and in April of 1911 Jack was able to buy the 12 acres in the heart of the Kohler-Frohling land that included all the old winery buildings. In 1912 the 400 acres of the "Freund Ranch" joined the others to form the fabulous Jack London Ranch.

Jack London was determined to make a success of an area that had seen 18 failures in past years. He studied every book and pamphlet written on the subject of farming. He was to devote two hours a day to writing and 10 to animal husbandry, breeding and farm management.

He terraced the hill areas to prevent erosion, planted and plowed under soil-building crops, built what is now one of the most beautiful private lakes in the country for recreation

and irrigation, purchased the first manure spreader in the area, constructed the first concrete silos in California, erected stone barns and water troughs to "last one thousand years," and stocked the farm with pedigreed Shire horses, Jersey cows, Duroc Jersey hogs and White Leghorn chickens.

Later he planted new vineyards and on July 17, 1914 the "Jack London Grape Juice Company" was formed. Thousands of eucalyptus trees were planted, the newest methods of fertilization were tried and the land prospered. Jack's dream of "making two blades of grass grow where one had grown before" gradually became a reality.

Only the finest in materials

was bought and the best labor available was hired. Jack's sister Eliza proved to be his best investment when he made her Superintendent of the ranch in 1910. She continued to operate the ranch for Charmian after Jack died in 1916 until her own death in 1939.

Her son Irving Shepard took over the ranch duties and on the death of Charmian in 1955 he became owner of the ranch and the Literary Executor of the Jack London Estate.

In 1910 Jack and Charmian started construction of the "Wolf House." Albert Farr was retained to put Jack's ideas on paper. For earthquake protection the building was put on a huge floating concrete slab

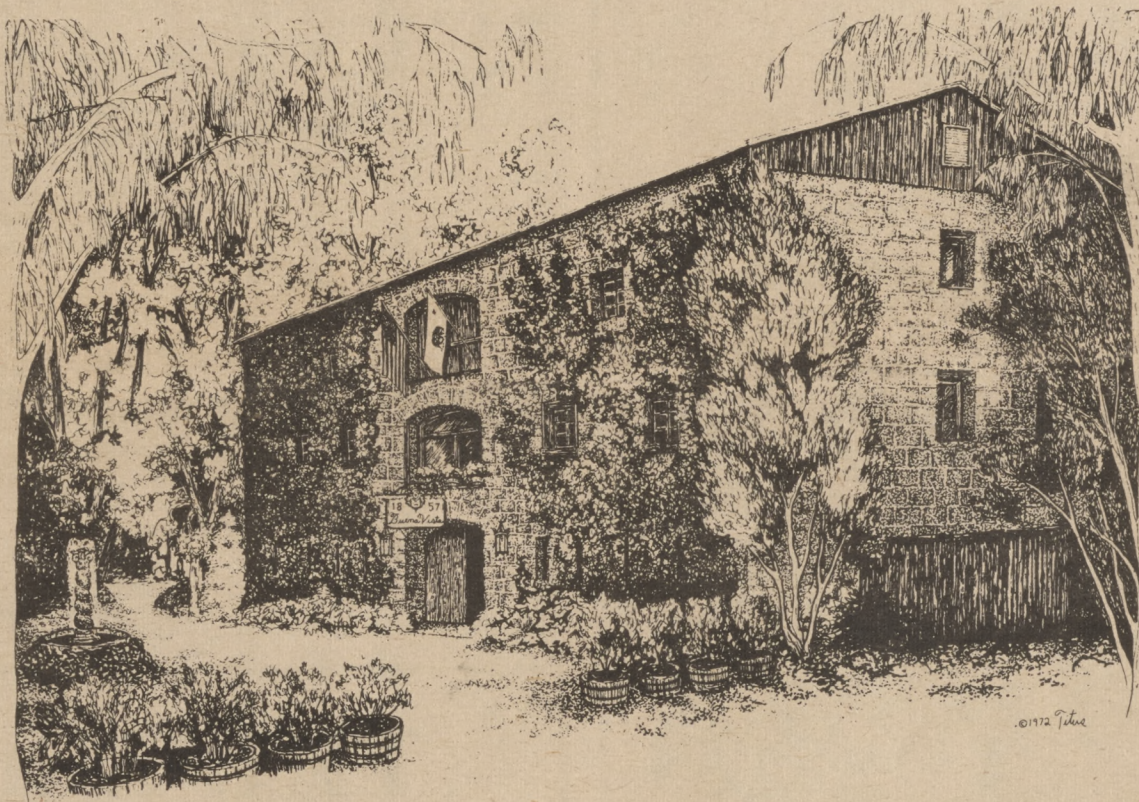
(Continued on Page 14)

TO OUR READERS:
Unfold flat and insert in
program's Front Section
between Pages 12 and 29.



JACK LONDON

Established 1857



Buena Vista Winery

HARASZTHY CELLARS



Count Agoston Haraszthy founded Buena Vista Winery in 1857, and from these vineyards and two stone wineries were produced the first of California's premium wines.

Today, this historic winery continues to press the great grape varieties which have made it famous, and to age its wines in oak casks in the same cool cellars.

State
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No. 392

Old Winery Road, Sonoma

Author Jack London bought Glen Ellen ranch with 'Sea Wolf' royalties

(Continued from Page 13)

large enough to support a 40-story building.

Redwood trees fully clothed in their own bark, deep chocolate-maroon volcanic rocks, blue slate, boulders and cement

were chosen for primary building materials. The roof was of Spanish tile and came from the plant that was built on the old Davenport place in Alameda where Jack's father had toiled and young Jack had

played back in 1882.

Rough tree trunks formed the carriage entrance, the pergolas and porches. Rafters were of rough, natural redwood logs. The tree trunks in the gables and balconies were interlaced with fruit twigs for a beautiful effect. The interior was rustic and individualistic.

"Wolf House" was not a castle. It was big, unpretentious, open, natural and inviting just like its builder. It was designed as a busy author's workshop and as a home big enough for the many needs of the Londons and for entertainment of their friends.

Everybody was welcome to put his legs under Jack's dining table and it was usually full. A friend in Hawaii asked Jack why he always had exactly twelve guests to dinner every night. Jack's answer to that was, "Because that is all the table will seat." His small wooden bungalow on the ranch would not handle the many guests who found that the latchstring was always on the outside and thus the pressing need for "Wolf House."

Jack's workshop was 19' by 40' with a library of the same size directly under it on the second floor and connected by a spiral staircase. This area was completely secluded from the rest of the house. High on the fourth floor and directly above Charmian's apartment Jack's sleeping quarters perched like an eagle's nest.

The 18' by 58' living room was two stories high with rough redwood balconies extending all the way around. A huge stone fireplace and open ceiling rafters made a cozy nook of the large room. One large alcove in the living room was designed around Charmian's beautiful grand piano.

A large breezeway and courtyard extended all the way

through the house and was entered between two gigantic redwoods. Three large guest rooms, the patio and reflection pool and the library opened off to the left and on the right was the living room, a gun room and stairs.

Servants' quarters, a magnificent stag party room, kitchen, dining room, a manuscript vault and the utility room were on the first floor. "Wolf House" had its own hot water, laundry, heating, electric lighting, vacuum and refrigerating plants plus a milk and store room, a root cellar and a wine cellar.

On August 22, 1913, a few weeks before the Londons were to move in, an arsonist destroyed the building. Jack vowed to rebuild and actually began to accumulate material but he could never bring himself to begin. It was destined to be a magnificent memorial to a magnificent man.

The Jack London Ranch was never planned as an experiment in communal living or socialism. The fact that it moved in the direction of a self-sustaining colony grew out of the big heart of Jack London. It was to be a scientific farm and one of its main purposes was to help the farmers in the area have better crops and a better life.

Jack's whole heart and soul went into its operation. He wanted the working men to have a better way of living. He planned to give each worker an acre of ground and a home of his own. A store, post office and a school were in the planning stages.

The ranch is now being planted in wine grapes and should become one of the many

fine vineyards in the valley. It would be a fitting memorial to Jack London if it eventually becomes a complete winery with estate-bottled Jack London wines. Jack would like that.

It is educational and it is a downright fun trip to visit Glen Ellen in the Valley of the Moon, the Jack London State Park on the Jack London Ranch and the Jack London Bookstore and Museum at the Jack London Village on Arnold Drive.

At the State Park you can see the ruins of "Wolf House" and feel the very presence of Jack London. Stop by the grave and see the big volcanic rock that guards his ashes and feel the reason that Jack wanted to share this little knoll with the Greenlaw children.

He would have been proud to know that his dear "Mate" who shared his trials, tribulations and successes and who carried on so nobly in his tradition until her death was to share his eternal resting place.

Jack was a "big" man and Charmian was just as "big" a woman. She was small of stature but large in deed and was the best wife, companion and "mate" a man could ask for. She was Jack's companion at home and around the world and he loved her dearly all his life.

At the top of the hill and at the start of the trail to "Wolf House" Charmian built her own lair. Not in competition to but as a complement to Jack's own "Wolf House." It's as though she wanted to be sure that the "Wolf House" would be Jack's and his alone. A monument to the spirit that was within him. It is plain that her own lair was designed as a future museum to Jack and her love for him.

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Playboy Magazine, Dec. 1972

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Cobblestones from Sonoma built San Francisco streets

Among the giants in the old days were the workers who carved San Francisco's cobblestones out of the Sonoma Valley quarries.

The basalt blocks were hewn by brawn and skill by laborers who made six and seven dollars a day. Many of these artisans were Italian.

The heavy blocks were put on horse-drawn wagons and hauled to the Embarcadero, from whence they floated down to San Francisco on barges. Later they were transported by the Northwestern Pacific Railroad.

The block industry was in full swing in Sonoma Valley in the 1880s and 1890s. The earliest record is around 1880, when Jimmy Smith and a partner came here from Cordelia and began to operate a quarry on Rock Cliff, the south spur of Stone Quarry Hill facing over the valley.

Another blockmaker, H. C. Manuel, arrived in 1882. He had a quarry on his own land northeast of Sonoma. He employed from 40 to 50 men and from 16 to 20 horses. He shipped an average of 80,000 blocks a month.

Not all of these went to San Francisco. Some went to Stockton and San Jose. Eventually Manuel moved to Calistoga and operated a quarry there.

ANOTHER well-known blockmaker was William Trudgen. He came from Cordelia and worked in the quarries for some 10 years, before switching to the career of stonemason.

The hills were dotted with quarries at this time. There were quarries on the Vallejo, Weyl and Pinelli ranches. These were leased to various blockmakers.

Other quarries were located farther up the valley, in the Agua Caliente and Kenwood areas.

One of the biggest figures in the block business was the merchant Solomon Schocken. He came to Sonoma from Napa in 1873 and opened a general store and lumber yard.

He got into the block business in 1880, opening a quarry on a 62-acre parcel in the hills just north of Sonoma. He employed many blockmakers. His store was located in the Barracks Building, Spain st. near First st. east.

The issues of the Index-Tribune in the last two decades of the 19th century are studded with items about Schocken. Thus in an issue in 1893 it was reported: "S. Schocken is now engaged in filling three contracts for basalt blocks for the streets of San Francisco. Numbers of flat cars leave the place daily loaded with blocks for the Metropolis."

MUCH OF the data on the block industry was collected by amateur historian Florence Murphy. She reported that things look black for the industry in the mid-1880s, when San Francisco experimented with asphalt for its streets.

Experience showed, however, that asphalt could not compete with blocks on streets which had to endure heavy traffic.

About the turn of the century,

a plan to build an electric railway to transport blocks from the quarries down Broadway to the Embarcadero was suggested. Many Broadway residents objected to this, however, and nothing came of it.

In the rebuilding of San Francisco after the earthquake and fire in 1906, new types of paving were installed. The zenith of the block industry was reached in the latter 90s and another squib from the Index-Tribune records this.

In August, 1897, it was reported: "One hundred fifty thousand blocks basalt were sold to San Francisco parties one day this week. Mr. Schocken has one of the most extensive quarries in the county and during the past 15 years has shipped millions of blocks for street paving."

"At one time the industry gave employment to 300 men in this place. Many of these had families and kept up homes in the town."

"Single men generally lived at our hotels. A few occupied cabins up on the hillside and their lights could be seen from town in the evening."



STALWART ARTISANS quarried San Francisco's cobblestones out of the Sonoma hills in the late 19th century. (Photo courtesy August Pinelli)

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Bull and bear fights in old Sonoma

By ROBERT D. PARMELEE
Author of
"Pioneer Sonoma"

With the recent passage of Proposition 1, the State of California should have funds available to restore the Sonoma Barracks situated at the corner of Spain and First Street East. Formerly the home of Mr. and Mrs. Walter Murphy and before that the general store of

Solomon Schocken, it was the site of many historic events, not the least of which was the bull and bear fight of February 23, 1848.

According to Hubert Bancroft, contrived fights between bulls and bears were common during pioneer times. One hind foot of each animal would be tied to the other by a long rope with enough slack in the rope to permit the animals freedom to

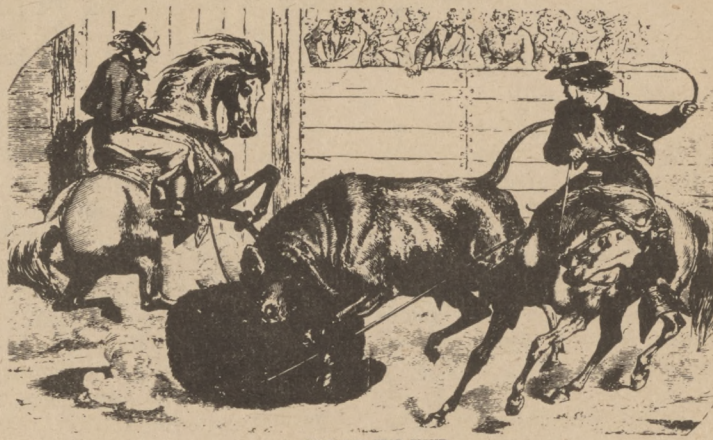
attack each other and defend themselves. Such fights would take place inside a strong wooden fence, behind which was erected a platform for women and children, with most of the men watching on horseback from outside the ring, guns ready in case of mishap of any kind. The diversion would be kept up for hours until one of the animals died.

IN 1848 when such a fight took place here in Sonoma, the Barracks Building was divided into two parts by a long aisle extending from Spain Street straight through the center of the building to a corral at the rear, which is where the ghastly spectacle was staged.

James Eastin, California pioneer of 1847 and Sonoma resident during 1848, remembers the Sonoma event slightly differently than as the fights were described by Mr. Bancroft:

"The next day there was a bull fight and a bear fight; they charged 25 cents admission. They brought in a lot of wild bulls, the bear was tied by the hind legs, and the first bull brought in would not notice the bear, nor the bear the bull, so they had to take away this bull, and as this bull had to pass out of the corral through a passage in the barracks, Jasper O'Farrell thought he would stand in the passage and that the bull would not notice him, but alas for O'Farrell, the bull saw him and made for him; O'Farrell jumped behind a post just as the bull struck it, and the bull commenced running around the post after O'Farrell; it was the finest race I ever saw in my life.

"Finally the bull was lassoed, and O'Farrell so tired out and mad, that he wanted to fight the town.



BULL AND BEAR FIGHT.

Another bull was brought in; he went up to the bear and commenced smelling him. The bear caught him by the horn with both fore feet and by the nose with his mouth and held him like a vise; the bull bellowed awfully, the bear soon let go, the bull was mad and he pitched into bruin with horns and feet, and rolled the bear over and over, finally he got the bear against a fence and finished him. The bear was in poor condition or he would have given the bull a good fight.

"Always, in a bull and bear fight that I have witnessed, they handle the bear so rough and tie his legs so tight, that he is half dead before they get him to where the fight is to take place. This was a brutal exhibition, but in those days any amusement, brutal or otherwise, always drew a large crowd, and a bull fight, or a bear and bull fight always was crowded with men and women, especially the native women."

SOME TIME later, in the late 1870s, as a grizzly reminder of the event, the chain used to tie back the bear (chain used here, instead of rope) was displayed in the Plaza, but about the time the Barracks Building was converted to a store, the chain was stolen from the park.

Mr. O'Farrell, mentioned in Mr. Eastin's article, went on to San Francisco to survey many

of the streets there, and O'Farrell Street bears his name today.

This writer hopes that some note of this incident, shocking as it is to us today, will be kept in mind by those restoring the Barracks. We should not forget about the rough and gory pursuits which occupied the pioneers in Sonoma's past. At the very least, the passageway should be opened through the center of the building and the location of the corral designated.

Sonoma lived under seven flags

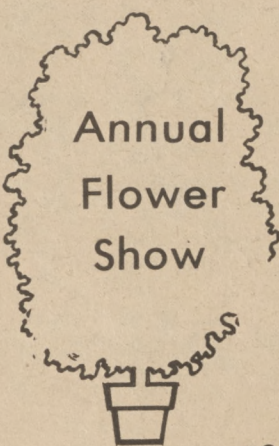
Sonoma Valley is said to have lived under seven flags during its long history.

The influence of some of those flags was negligible and the Indians probably never knew the difference. The first actual settlement here was the Mission Sonoma, founded by the Franciscan padres in 1825.

Then General Mariano G. Vallejo, established the Mexican rule here when he founded the pueblo of Sonoma in 1834.

At any rate, the flags which are said to have waved over Sonoma Valley included the Spanish, 1542; English, 1579; Russian, 1811; Mexican Empire, 1833; Mexican Republic, 1823; Bear Flag, June, 1846; and the Stars and Stripes, July, 1846.

According to a census taken in 1852, the population of Sonoma County was 2,337.



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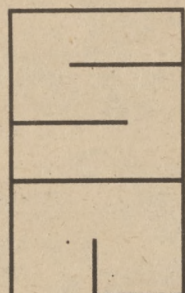
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Banditti in old Sonoma

(EDITOR'S NOTE: Robert D. Parmelee, Sonoma attorney, is a noted local historian and author of the book "Pioneer Sonoma.")

By ROBERT D. PARMELEE

One of the historical happenings scheduled for this year's Vintage Festival is the reenactment of the alleged shoot-out and escape from Sonoma of Three-Fingered Jack -- righthand man of the legendary bandit, Joaquin Murietta.

It will be an entertaining drama but one without any basis in fact, except that it is true that the Mexican bandit Manuel Garcia (the real name of Three-Fingered Jack) and probably Joaquin Murietta were residents of Sonoma during pioneer times.

RELIABLE historians confirm that in June of 1846 Manuel Garcia was present in what became Sonoma County, where he took part in the murder of two Bear Flag members near what is now known as Healdsburg. Although reasons and circumstances of the murders remain obscure, these acts of violence were not held by the early Sonoma pioneers against Garcia because he was not considered primarily responsible. He was known as a peaceable resident of this village during the spring of 1848. Pioneer James Eastlin



JOAQUIN MURIETTA

remembered him as follows:

"This Manuel Garcia (Three fingered Jack) took a great fancy to me and offered to teach me Spanish; he could talk some English. He called me 'Don Santiago,' and was kind-hearted and seemed willing to help me all he could; he helped me with the grapes. He was honest in all his dealings with me, was an inveterate monte player, often borrowed money from me and always repaid it, and no one would have dreamed then that he would become the dreaded bandit and first lieutenant to the worst, bravest and most famous

bandit California ever produced, Viz: Joaquin Murietta but such was the case.

"Garcia became a blood-thirsty bandit and killed the Americans right and left. Some years afterwards I met him in Santa Clara county, near a village called McCartyville. I was alone and expected to be robbed and killed, for I knew him instantly; he spurred his horse and rode towards me at full speed. I dared not run and waited until he came up to me, and I am free to acknowledge I was scared, for his name and

presence then struck terror to all Americans.

"He rode right up to me, sprang from his horse, and threw his arms around me crying out: 'Don Santiago! Mucho bueno hombre!' and also exclaiming in English, 'My friend, my friend!' We had a long talk. He told me all his reasons for hating the Americans; he said they had robbed him and all his friends, but that I was his friend and none of his men should harm me. I was glad to see him. He begged me to say nothing of his meeting me and I did not. I afterwards met him and his famous captain, Joaquin Murietta.

THIS SAME Eastlin makes an ambiguous reference to Joaquin Murietta (Garcia's criminal leader) as also being present in Sonoma in 1848. This is doubtful, for although the California Police Gazette 1859 article about Murietta stated that the bandit was in California early in 1848 looking for his brother, and even though Sonoma would be an appropriate place to look, no other references are made confirming the famous bandit's being in California at this early date. Further, if he had been here, he would have been only 16 years old and definitely not a bandit.

But Sonoma did play a part in

turning both Garcia and Murietta into bandits. This came about by reason of an act of General Percifer Smith, a Sonoma resident and military commander during the years 1850-51.

Smith, while still enroute to California, had issued an order directing that all foreigners (meaning Mexicans) should be excluded from the gold fields. Although quickly repealed, this rumored "Smith" law was used to force Mexicans from the richest diggings. With such a persecution as an excuse, in the fall of 1850, Joaquin Murietta (now eighteen and in California) created and organized his famous robber band.

Indeed it is possible that during the winter of 1850-51 Murietta did some of his recruiting in this pioneer village, soliciting here Manuel Garcia as well as Joaquin Valenzuela.

Incidentally, "Wanted" posters of the era referred to Murietta simply as "Joaquin." His last name was rarely used and, for that matter, not very well known.

IT IS ALSO a fact that from that time until Joaquin and Garcia were purportedly killed in July of 1853 by Harry Love, hired state assassin, no act of violence was committed by either of these two banditti in Sonoma; but that does not mean

(Continued on Page 20)

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The first 'mountain' vineyards in Sonoma Valley

By WILLIAM F. HEINTZ

In the summer of 1858 or 1859, two Englishmen tilted their heads back and scanned the hillsides above the Los Guilicos vineyard of William Hood. Loking eastward, they found precisely what they wanted and climbed to what soon became the first "mountain" vineyards in Sonoma Valley.

Why Thomas Nau and James Hamilton should discard the

cheap, readily available, rich bottom land for the rocky slopes high above Glen Ellen and Kenwood, is still a mystery of sorts. Vineyardists of that time assumed grapes needed irrigation during the hot California summer. And there certainly wasn't enough water at the 1500 foot level to more than sprinkle the vines once a week, if that.

It is probable, however, that the two men had visited some of

Banditti in old Sonoma

(Continued from Page 19)

that during those years they were never seen on the streets of the old pueblo.

The very lack of crime committed here by these bandits, in contrast to the widespread plunder conducted by them elsewhere in the state, may be a clue that Sonoma was a sanctuary for them.

In support of this probability, legends persist that both Joaquin and Three-Fingered Jack resided in both the Blue Wing Inn and the Mission ruins. There also persist wild stories about buried gold and caves in the hills relating to both Garcia and Murietta.

One such story about Joaquin was told in May of 1892 to student M. S. Barnes by David D. Davison:

"Feeling himself and his people greatly wronged by the newcomers, he became the

terror of the whole country-side, for he was a desperate man, and did not hesitate to shoot on sight or to take booty where he could get it.

"One of his haunts was the upper story of the old Sonoma Mission during the winter of '50 and '51; he had a long sort of gangway up which he could lead his horses, and he stabled them there in the upper story. A great price was set upon his head, and after a time, he left the country.

"A man by the name of Love got the prize money, but Mr. Davison does not think that he killed Murietta; indeed, he has doubts as to whether he was killed at all."

Further corroboration is needed to confirm the presence and activities of both Three-Fingered Jack and Joaquin in old Sonoma. In the meantime, enjoy the Vintage Festival happening, but don't expect it to represent historical fact.



THIS LOVELY OLD HOME is headquarters for the Montecillo Vineyards, established in Nun's Canyon area over 100 years ago.

the grape districts of France and there were told that grapes grow best in hilly, well-drained soil. "The grape will find its own water" a knowledgeable Frenchman may have advised.

It is this secret, of course, that made possible the birth of the wine industry in California.

Befause of this advice, or for some other reason, grapes have been growing now for over a hundred years in those same vineyards—only the names of the various owners have changed.

Today, Nau's holdings belong to Al Torrieri and Hamilton's early efforts were the birth of Montecillo Vineyards of Glen Ellen, both located in Brock-

man Canyon, off Nelligan road.

Much has been written since the 1880s about these historic vineyards though research has only recently brought it to light. Arpad Haraszthy, for example, wrote in a memoir published in 1888:

"And this recalls Tommy Nau and Hamilton and Wise and Whemquartner and Cosmontanyi, who perched themselves and their modest plantations on the lofty hills around, and smilingly and peacefully looked down on the beautiful valley below, contented with their work, and happy in their homes."

Where Whemquartner and the Russian grape grower first

planted is not known but the "Wise" referred to was, of course, "Christian Weise", who settled on the same road in the early 1860s. The San Francisco Merchant, the leading viticulture newspaper of the State, visited the Valley in January, 1885 and the editor commented:

"Mr. Shaw swears by the ridge upon which his own, Weise's, Watson's, Nau's and Drummond's vineyards are located. He believes it to be unrivalled in the valley, and judging from its productions, he is right. C. Weise, on the hill above Shaw's place, has about 20 acres in Gutedel, Berger and Zinfandel and is justly proud of the Gutedel wine he has made this year. Laurence Watson, near Weise's, has 60 acres of vineyard which he is improving by grafting new varieties."

The "Laurence Watson" here mentioned had purchased the Hamilton property just the year before, was also of English stock and held the rank of "Captain" in the British army.

He added a winery and built what the Sonoma Index-Tribune called "a beautiful dwelling," the details of which were carried in its Sept. 5, 1885 issue. (The elegant house, still a part of Montecillo Vineyards, has been enlarged and is one of the grand, historic homes of Sonoma Valley.)

Watson's tenure on the mountain was short lived, however. By the 1890s, the phylloxera had destroyed his vineyard and he lost the property through foreclosures.

(Continued on Page 21)

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VALLEY**

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General Vallejo planted those trees you see today

Few visitors realize, as they drive up the tree-lined road to the historic Vallejo home, that most of these trees were planted over one hundred years ago by General Vallejo himself. In 1852, when the City of Sonoma wished to make the road part of West Third Street, Vallejo wrote the Councilmen stating he had planted the trees at great expense, and since he owned the land on both sides, he would like to purchase the proposed street as a private road to his Lachryma Montis estate.

On April 4, 1852, Vallejo received a deed which stated in part "Know all men by these presents that I, John Cameron, Mayor of the City of Sonoma, by

virtue of the powers in me vested in consideration of the sum of twenty dollars paid by Benicia F. de Vallejo to the City Treasurer do hereby Grant, Convey and confirm unto the said Benicia F. de Vallejo all that piece of land lying in the City of Sonoma known as West Third Street, between Spain Street and Alp Street."

It was said by Senora Vallejo's youngest son, Napoleon, that his mother held in her hand or helped to plant every tree herself. Between the trees, she planted her husband's favorite flower, the fragrant Rose of Castile, which still blooms in the Spring and early Summer.

The first 'mountain' vineyards

(Continued from Page 20)

Nau, incidentally, died in 1887.

Like the varieties of grapes grown each year on both properties since the 1850s, the names of the owner-vineyardists change alternately from English to Italian to Russian and even Spanish. Al Torrieri, a retired member of the Vagabond singing group, settled on Nau's land and author-actor Al Gordon (of Russian background) revitalized the old Hamilton-Watson place by replanting it to prime grape varieties in 1967. Montecillo owners Robert Lopez and Gary Bottone have further enlarged the vineyards to land which hasn't grown grapes since the phylloxera destruction of the 1890s.

Valley of the Moon Fire Chief Angelo Pedroncelli was even in the Watson built house, it was owned by his in the 1920s.

has not been produced since Prohibition is demolished in

the 1940s) but Watson exhibited his product at the Louisville, Kentucky World Exposition of 1885 as well as at San Francisco viticultural fairs.

Grapes grown on these lofty estates have a special quality due to a peculiar climatic factor. On especially hot summer days when the valley floor is baking in the trapped heat, the ocean breeze still bathes the upper hills and temperatures are often ten and more degrees cooler.

Renowned late vintner Louis Martini was also aware of this climatic condition and was especially proud of his "mountain" vines and wine, from vineyards in the hills above Agua Caliente.

Perhaps, this is really the answer to the mystery of why the two early English grape growers settled so high above their neighbors in the 1850s. After a long climb from the hot lowlands, they found the unexpected cooling ocean breeze irresistible.



Sonoma Volunteer Fire Department

Instituted December 20, 1889. Photographed Mar. 26, 1892
(Photo courtesy of August Pinelli)

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General Mariano G. Vallejo - - the poet

By Madie Brown Emparan

General Mariano Guadalupe Vallejo, one of the most distinguished of the early native Californians, is remembered as the Comandante-general of the Northern Frontier of Alta California, who with the help of the Suisun Indian Chief, Prince Solano (Sem-Yeto) subdued the hostile Indians of the vast territory and by his colonization schemes effectively kept the Russians from further encroachment from Fort Ross and Bodega. For these and other services, especially his persistence in recognizing the inevitable destiny of California as an integral part of the United States, Vallejo is remembered as one of the men responsible for its admission into the Union.

However, very few remember him as a poet; yet he did write beautiful prose and poetry which he called "verse making." He said, "I write to the muses of poetry, to the sun, the moon, and the aurora, to good weather, to rain, to Minerva and also to Midas, to beautiful women and to great men."

IN DECEMBER, 1875 he attempted a sonnet, which he thought the most difficult form of poetry. This was dedicated to Hubert Howe Bancroft who had sent him five volumes of "The Native Races of the Pacific Coast" as a Christmas present. "The books were bound," Vallejo said, "as for the library of a Prince."

Vallejo's children and his close friends on their birthdays were often presented with a "royal quatrain," a four line stanza which emphasized their individual names.

The peninsula of Monterey



GENERAL VALLEJO
He was a poet, too.

was loved by Vallejo who was born there on July 4, 1807, under the flag of Spain. In after years he wrote, "I love to go to Monterey, for there I may yet find a little of the dear and obliterated past. There is yet the ocean that smiles at me as I approach, and the venerable oaks to which I raise my hat as I pass under them. There are streets familiar and houses not yet torn down and streams and landscapes I may yet recognize as part of my former

belongings."

Mount Parnassus in Greece was sacred to the Muses; the natural beauty of Monterey had created for Don Mariano Guadalupe Vallejo a Mount Parnassus of Monterey which he was happy to pay tribute in Spanish verse. Eighty years later, Francisca Vallejo McGettigan daughter of Dr. Platon Vallejo transcribed her grandfather's poetry into English.

THE PARNASUS OF MONTEREY

Majestic, undisturbed,
Rising from the valley's floor
Inscrutable it stands
Crowned by verdured woods
Whose branches brush the fleecy clouds
And pierce the azure of the skies.

Below, lie slopes of emerald green,
spreading like oriental gardens —
Cool, fragrant and serene.
This, our Parnassus!

At her feet the ancient ocean
Sings his age-old song
Of constancy and peace
Here might the Muses dwell —
And woodland nymphs possess the patient oaks
To take up residence
within each hallowed bole.

Far beneath us,
Guardian of ship and sloop,
The Point of Pines holds high his pitchy torch
And sends its beam
To light the water wastes.
Beaches, smoothly white,
Make promenade for peoples of the world.
Music, laughter, song and serenade
Lend color to the changing scene.
And Monterey
She swirls her ruffled skirts
And with consummate grace
Makes curtsey to the smiling throng.

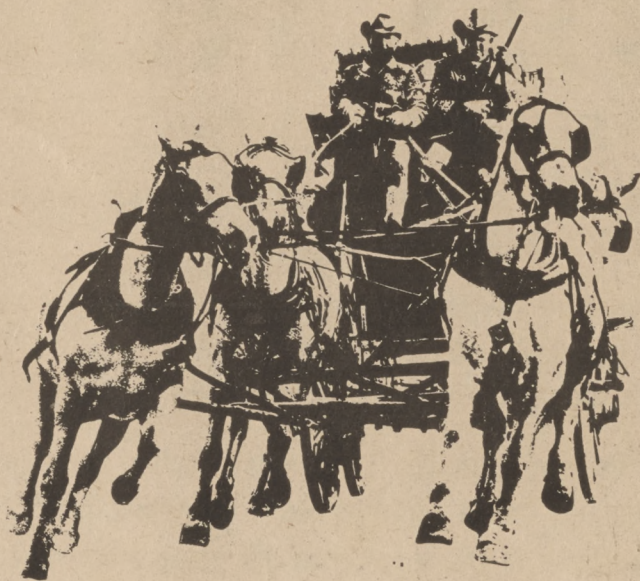
The country-side awaits her will.
"Sierra del Toro," "El Gavilan," "Huerta del Rey"
"Canada de los Gatos," "Huerta Vieja,"
"Cayuelas y Barracas,"
"Canada del Ferviente," "El Punto Blanco,"
"Canada de los Hornos," "Pescadero y Cipreses."
All of these and many more
Cluster 'round the Mission Chapel
Empty court and sagging door.
Built by valiant men who left their names
Engraven deep
Upon these Temples of the Past.

Out of the dim ages
Pressed the Conquerors into the present —
To look expectantly into obscurity
Of the future.
There lay secrets unrevealed to man:
Wonders of the Infinite, beyond comprehension
Of all save those favored few
Who, risking annihilation
Dare the bolt that Vulcan brews
And Jupiter, exultant
Fulminates!

So reposes Monterey

(Continued on Page 23)

Our thanks to the Vintage Festival workers . . .



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A history of Sonoma's unique city hall



SONOMA'S CITY HALL took two years to build -- 1906-08. Construction was interrupted by earthquake, strikes, inflation.

By JERRY PARKER

One of Sonoma's best loved landmarks is City Hall, which sits square in the center of the Plaza, General Vallejo's former parade ground.

Surrounded by towering friendly trees and eight acres of emerald lawn, the two-story stone building has acquired a patina of age and charm that make it a unique part of the city's heritage.

Its construction was marred by an earthquake, strikes and inflation (nothing ever changes in California) but there it stands today--homely and beautiful at the same time.

The cornerstone of City Hall was laid in 1906 but it was not completed until 1908. Since then it has been the seat of city government. And if all those years of hot, inflated City Hall rhetoric haven't soured the building, you can

bet it will stand forever.

The question that often comes to the mind of many observers when they first see City Hall is, "Why did they make all four sides the same?"

This was apparently done because the businessmen on each of the four sides of the Plaza all felt that City Hall should face in their direction.

But according to oldtimer August Pinelli, pioneer hardware merchant, there was no big hassle about this. Some persons have contended there was bitter controversy about it, but not so, said Pinelli. His father was on the City Council when the new City Hall was built.

Sonoma was one big happy family in those days, said Pinelli. It had--imagine--a population of 1000. The businessmen and merchants were an affable, cooperative group, said Pinelli, and quickly agreed to make all four sides of

to dash out to a call.

City Hall was designed in what is described as the "Old Mission" style by San Francisco architect A. C. Lutgens. It

is made of basalt stone. Originally, the main building stones were dark gray and some of the trim courses were light

(Continued on Page 24)

General Vallejo, the poet

(Continued from Page 22)

Beloved daughter of California
Her Capital for sixty years or more.
Guided by the kindly Padres
Zealous sons of sainted Francis
Who, with cross and breviary, came to plant
The Christian Faith
Upon this western shore.

There lies Santa Cruz, whose hillsides
From time immemorable have nurtured
Groves of redwood, laurel, alder,
Oak, madrone and filbert tree;
While from springs of crystal clearness
Flows the San Lorenzo River
Winding down to meet the sea.

At Branciforte rich rancheros
Reap their crops of fruit and grain.
There Pomona bides with Ceres,
Giving bountifully to man
From their heaping horns of plenty.
Through the lovely fertile valleys
Of Soquel and Corralitos --
Aptos, Pajaro, Salinas,
The favor of the gods persists,
Out-spreading like a panorama --
Exuding charm no man resists.

Climb the heights; drink in this beauty
Fashioned by the Master Hand
Then in admiration whisper --
"We salute thee, Beauteous Land!"

MARIANO GUADALUPE VALLEJO

Transcribed by FRANCISCA VALLEJO MC GETTIGAN

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A history of Sonoma's unique city hall

(Continued from Page 23)

gray. But today it's hard to tell the difference.

The decision to build a new City Hall to replace the old wooden pavilion in the Plaza was made after a public meeting in July, 1904.

Later that year, the plans submitted by Lutgens were accepted, for which he received a bonus of \$50. His layout called for a large room for the fire department on the first floor, a City Trustee meeting room on the second, a library and several offices.

When bids were opened in December, however, they were all judged to be too high and all were rejected.

In 1905, the City Council decided to ask voters to approve a bond issue for construction of City Hall. The issue was for \$10,000—the city apparently already having some \$5,000 in its building fund.

The bonds were to be retired with a 50-cent tax.

The bond issued passed in June, 1905—125 yes votes to 17 no votes. One vote was invalid.

There was a great deal of enthusiasm over the result. At the close of election day, an impromptu celebration was arranged by several businessmen. They hired the Sonoma Brass Band to give a concert.

Bonfires were built all around the Plaza, a crowd gathered and there was much cheering and shooting of fireworks until late in the night.

But, alas, the city had made a mistake in the legal routine it had to go through for the bond election. The result was declared invalid and another had to be held, in September, 1905.

This one, too, passed—109 yes to 10 no. The bonds were sold to a Mrs. Martha Stearns. Bids for construction were opened in December and the low bid of John T. MacQuiddy of \$15,475 was accepted.

An editorial in the Index-Tribune in February, 1906, reflected the civic pride of Sonomans in regard to their new City Hall: "Laying of the cornerstone of our new City Hall marks the beginning of a new era. As much as we love tradition and honor the past, it is the new future of Sonoma that we now feel exultant over."

"It is the new Sonoma that we hail with joy, for too long have we been wont to hear Sonoma spoken of as Old Sonoma... We can well celebrate the laying of the cornerstone for it marks the triumph of progress over backwardness."

The laying of the cornerstone was set for Feb. 24, but the week before the stone masons working on the new City Hall went out on strike. They were seeking the union wage of \$1.50 a day. This dispute, however, did not interfere with the laying of the cornerstone.

This took place as scheduled and it was a beautiful day. A large crowd gathered to hear speeches made by Mayor Julius Poppe, Masonic Grand Master Motley H. Flint and the Honorable H. C. Gesford, of Napa.

They cheered Henry Beeson, the last surviving member of the Bear Flag Party of 1846 and representatives of the Woman's Club, and the Native Sons. The Brass Band performed lustily.

The cornerstone was stuffed with city and Masonic records, photographs of various land-

marks and copies of the Index-Tribune and other county newspapers. The actual laying of it was conducted by High Masons, including senior grand warden Dr. Roden, of San Francisco.

What must have been a moving finale to the program was Mrs. Luisa Emparan, daughter of General Vallejo, singing "In Dear Old California's Sunny Dells".

There was a big dinner for 200 persons to top it all off.

The construction of Sonoma's monument to progress was halted by the State's most disastrous earthquake on Apr. 18, 1906 in San Francisco. Contractor MacQuiddy's men did not return to work until June. This was due, it was said, to the closing of the banks and other legal holidays after the earthquake.

Work went on during the summer and it was said the new building would be earthquake-proof.

But it wasn't inflation-proof. In September, 1906, the Index-Tribune reported that Contractor MacQuiddy had walked off the job because it was becoming apparent that the building could not be completed for less than \$25,000 or \$30,000, almost double the contract price.

Because of the earthquake, the cost of labor and materials had soared.

Undaunted, the City Council (then known as the City Trustees) advertised for bids to complete City Hall. Two were received and these were opened in January, 1907.

Low bidder was James B. Newman, of Napa—\$14,200. The other bid was for \$16,187 from

Hoyt Brothers, of Santa Rosa. Work resumed and all went well until May, when the stone cutters and masons went on strike again, this time seeking \$6 a day. They had been getting \$5.

Contractor Newman rejected this demand and 14 of his craftsmen walked off the job, throwing 10 others out of work.

The weeks dragged by and it was remarked that City Hall in June, 1907, looked much as it did a year ago. H. H. Granice, editor of the I-T, wrote: "In the meantime, Sonoma's white elephant occupies the center of the Plaza, a fitting monument to the slow way they do things in this town".

But huzza! Work on City Hall was resumed in August. Contractor Newman arranged with the union men to return to the job at a \$5.50 per day wage schedule.

In January 1908, Editor Granice was thinking about its dedication. "Let it be known", he wrote, "that Old Sonoma is New Sonoma, and that on historic land is growing up a new generation proud of its historic and romantic background but fraught with the spirit of the times."

The old City Pavilion was sold for \$100 in the spring of 1908 and hauled away by a farmer who planned to use the wood to build a barn.

It was decided to dedicate the new City Hall on Admission Day, Sept. 9, 1908. \$1000 was collected for the celebration.

It was another warm, bright day in Sonoma for the dedication. Henry Beeson, the old Bear Flagger, was still alive and was guest of honor again at the raising of a new Bear Flag.

Then the day started with a big parade. In the line of march was a band from Petaluma, the Santa Rosa Native Sons' drum and bugle corps, and members of NSGW parlors from Sonoma, Glen Ellen and Sebastopol.

The City Trustees and the Board of Supervisors were in the parade, of course. General Vallejo's old carriage was brought out and drawn by four white horses which were led by Vallejo's grandsons, Carlos and

Richard R. Emparan.

The floats included Uncle Sam plus others representing Days of '49, the Cruiser California, and an Emigrant Train.

New Sonoma was epitomized by members of the Sonoma Valley Improvement Club riding in a flashy red automobile.

There were interminable speeches again, from such figures as James D. Phelan, an ex-Mayor of San Francisco, Sonoma Mayor George Breitenbach, and oldtime merchant F. T. Duhring.

Horse racing, musical and literary exercises and a grand ball were other highlights of the day.

The main part of the dedication program was closed again by Mrs. Luisa Emparan singing that old favorite "In Dear Old California's Sunny Dells".

City Hall was headquarters for the fire department until the 1940s, when a new firehouse was built on Patten st. For some years after that, the big open area on the ground floor formerly occupied by the firefighting apparatus, was used as a display area for General H.H. Arnold's big collection of airplane models.

Leader of the Air Force during World War II, Arnold retired to Sonoma after he left the service but lived only a couple of years after settling here.

His planes were shipped off to the Air Force Academy in Colorado some years ago when the city found it needed all the space in City Hall for its growing bureaucracy.

The big chamber on the second floor now serves as both a court and a Council meeting place. Judge A. J. McMahon, who shuttles back and forth between here and Petaluma as chief magistrate of the south county Municipal Court, sits in Sonoma a couple of days a week.

The first floor of City Hall is entirely taken up with city offices housing the city manager, public works director, building inspector and city planner and their aides and secretaries.



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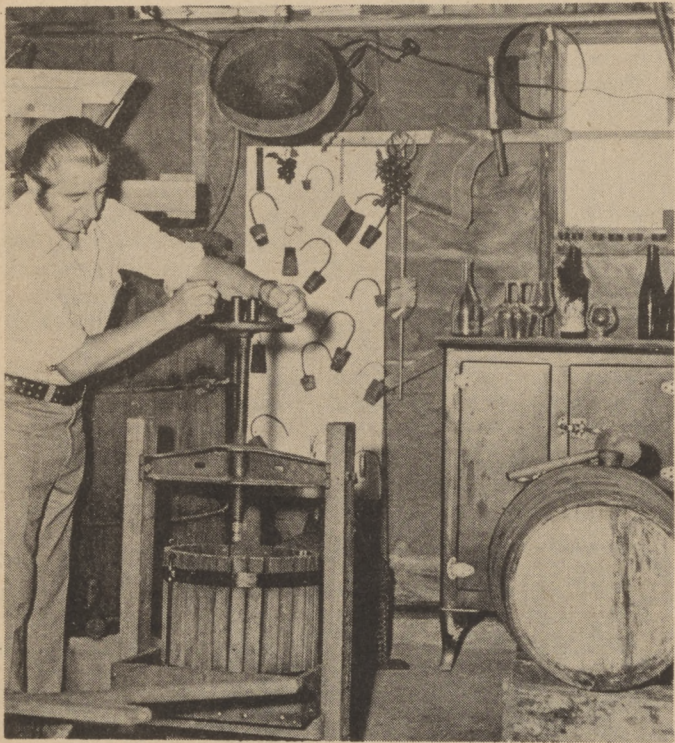


While in Sonoma
at the Vintage Festival
visit

Train To



Real home winemaking has its rewards



Henri Perriard checks out his equipment for this year's crushing and pressing process. During his first years as a little old winemaker the foot stompin' method was part of the annual ritual.

Although it's not quite as easy as using the little kits purchased at the store, real home winemaking has its obvious rewards.

Henri Perriard, one of a number of local residents who run their own mini-wineries for personal use only, began his "hobby" in 1966 when a friend asked him if he wanted some winemaking equipment. The friend was apparently an old hand at the game, and decided to give it up for other ventures, leaving Perriard, a San Francisco resident at the time, advice as well as equipment.

PERRIARD notes he has made only Zinfandel wines, purchasing his grapes each fall from a small vintner. He explained that according to government regulations he is limited to 200 gallons of wine each year, and finds that a ton of grapes will yield between 150

and 200 gallons.

Before starting the process, Perriard warns that making wine is expensive in terms of labor, as well as water. The preliminary steps include washing the barrels thoroughly, and then "tightening" them with water. This means filling them water, watching it leak out as you continue to hold the hose inside.

According to the amateur winemaker, the water expands the fibers, thus "tightening" the barrel so the juice won't leak out. Additional water also avoids absorption by the wood.

The crushing of the grapes is simply breaking them open with seeds, skins, stems and everything going into the redwood tank. (If white wine is desired, the process is slightly different since the skins must be separated immediately. It is the skin that gives the wine the color.) The juices begin to

ferment immediately, in most cases, Perriard said, but noted that when he lived in San Francisco the cool weather delayed the process. He helped nature along by steaming the outside of the tank by spraying it with hot water. He added that putting containers of hot water into the juices would serve the same purpose as long as none of the water escaped into the juice.

Perriard's schedule calls for letting the juices sit in the tank for three to four days, with tests made twice a day until the color is just right. During this period, a heavy crust forms at the top of the tank and must be broken and mixed in with the juices when the color tests are made. The crust, Perriard said, is formed by the grape skins and other parts of the pulp, and can get so thick a small boy could stand on it.

When the color is the tone desired, the juice is strained and put into Perriard's barrels, leaving one barrel empty. The "must," or pulp and residue of the grape, are then pressed. Perriard explained that it usually takes about a day or two to squeeze all the moisture out of the must, and when it is dry, he uses it for his compost pile.

The Sonoma restaurateur stressed that on the first filling, the barrels should be filled only about four-fifths the capacity because of fermentation activity. The first year, he confesses, he filled them to the brim, and ended up mopping up the overflow.

The barrels are "locked" with

a special plug that allows air to escape but not enter the barrel. After about 10 or 12 days he begins the operation of "racking," emptying one barrel into the extra one, cleaning the used barrel thoroughly to get

rid of the sediment that settles from the wine and then doing the same process with each following barrel. Perriard stressed that the barrels must be cleaned thoroughly, noting

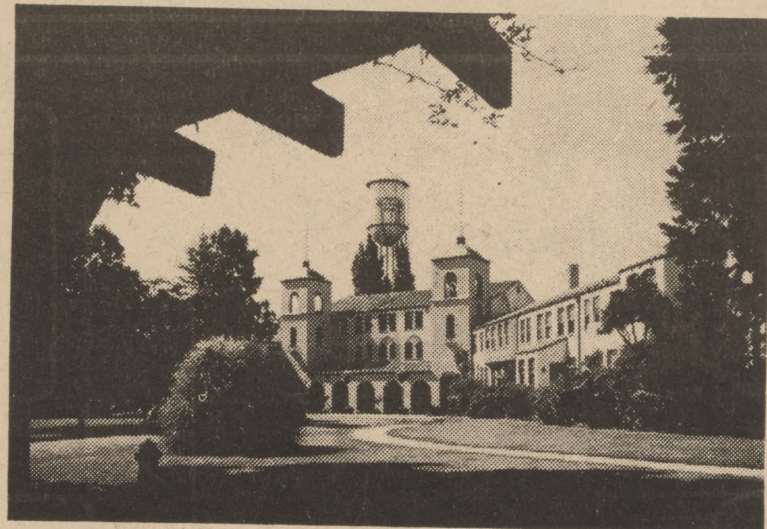
(Continued on Page 26)



After the crushing and pressing, the juices go into barrels to settle and age, and throughout the year go through a series of racking, or barrel changing for clearness and cleanliness.

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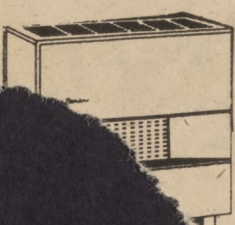
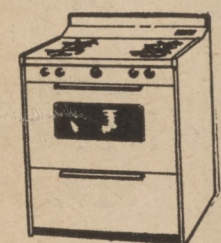
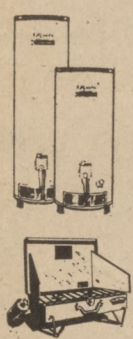
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A profile of the City of Sonoma 68 years ago

An interesting profile of the city of Sonoma in 1906 -- some 68 years ago -- is contained in a booklet published that year by the Sonoma Valley Chamber of Commerce.

Hardware merchant Fred T. Duhring was president of the Chamber. The booklet listed the city's assets as follows.

A population of 2000.
Good grammar school.
Good high school.
Good convent school.
Three churches.
A modern planing mill.
A cold storage and ice plant.
Two competing railroads.
A large basalt quarry and rock crusher.
Steamer connection with San Francisco.
A machine shop.
Seven wineries.
Several distilleries.
Eight hotels.
Two rural mail routes.
Local and long distance telephone system.

A livery stable.
Three barber shops.
A steam laundry.
A young men's club.
A driving club.
A brass band.
Two tailors.
Two newspapers.
A furniture store.
Three hardware stores.
Four plumbing establishments.
A commercial and savings bank.
Two news depots.
Three ice cream and candy parlors.
Two drugstores.
Three bottling works.
Four bakeries.
Six shoes stores.
Three attorneys.
Four physicians.
Two sanatoriums.
Three grocery stores.
Two harness shops.
An efficient fire department.
Electric light and power system.

A fine system of water works.
A steady and permanent growth.
An eight-acre plaza or public park.
Three shoe repairing shops.
A veterinary surgeon.
Two bicycle stores.
Four blacksmith shops.
A fine city hall.
One restaurant.
Private boarding homes.
Several stores where cigars and liquors are sold.
A fruit dryer.
A U.S. bonded warehouse.
A storage warehouse.
A jewelry store and repair shop.
Two public halls.

Two paint shops.
Young peoples' societies -- Christian Endeavor, Epworth League, Young Men's Institute.
Two lumber yards.
Two vegetable and fish markets.
Two meat markets.
Several contractors and builders.
A free public library.
Lodges of nearly all fraternal societies.
Western Union telegraph and cable office.
Wells Fargo express office.
Good residence lots for sale at from \$200 up.
Two real estate offices.
A Chamber of Commerce.

A Woman's Improvement Club.
Several flowing artesian wells.
Perfect drainage to tide water.
No malaria.
No alkali water.
A never failing supply of pure water.
Two wood and coal yards.
A fine healthful climate.
Abundance of rain.
A money order post office.
Wide, clean streets.
One of the widest and finest thoroughfares in the state -- Broadway.
Healthy and prosperous people.

Real home winemaking

(Continued from Page 25)

that he uses special sulphur wicks to burn out mold, and then washes out the barrels with steaming water. After two months he "racks" again and checks on the wine throughout the winter in three week intervals.

WHEN THE warm weather begins to set in, Perriard and his family get into gear for "operation wine run," transferring the wine from the barrels in the back shed to the bottles and barrels in their wine cellar.

He explained that if he's experimenting, he lets the wine sit in the barrels under his home until they no longer change flavor, then he bottles this wine, too. He notes he still has several bottles of wine from his first crop, and takes one out on special occasions to savor the fruits of his labor.



First comes the sniff test, then the taste test, and all seems to have gone well with last year's vintage, according to the expression on Perriard's face.

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A history of the Sonoma Valley Woman's Club

Even though this year's specific theme for the Sonoma Valley Woman's Club is Courage, Community and Courtesy, those ideas have been the backbone of the group for the past 73 years.

The club, often thought of as a "ladies' social group" has been active in community projects and accomplishments since its inception in 1901. The club decided right from its start that the beautification of the Plaza was a major chore that needed to be done, and it was through their efforts that the first trees, bushes and shrubs were placed in what is now the center of the town.

IT WAS the woman's club that built the pool and fountain in front of city hall, began and manned Sonoma's first public library. It was even at SVWC urging that the library first got on the tax rolls to gain city support.

In 1905, the club installed a fountain at the head of Broadway with an upper trough for horses, a lower trough for dogs and spouts for thirsty humans. In time the fountain became obsolete, but the club work still continued.

As early as 1903, the club became active in preserving the Sonoma Mission. The club bought the historic building for \$500 and presented it to the State of California. It was the first Mission that was put into state possession. Through the club's efforts, the original El Camino marker bell was restored to the Mission in 1920.

The Woman's Club provided the major force in the establishment of the Sonoma Valley Hospital Auxiliary, with the volunteer group growing under the wings of SVWC. Although the Auxiliary is now a separate entity, many of its members are also members of the SVWC.

Among city oriented projects were its efforts in having a dumping ground, originally

located near the city cemetery, moved; and the club pushed for the installation of several street crossings. The noon whistle now a part of Sonoma life was first instituted as a noon bell with the support of the club, and many of the SVWC fund raising events were held to benefit the city fire department.

Well Baby Clinics, the first Boy Scout Troops in the Valley, the establishment of a USO and even manning of a aircraft warning tower were among the accomplishments of the Sonoma Valley Woman's Club. The club donated many dollars to buying California history books for the high school, sponsored Camp Fire Girl groups, donated money for lighting in the Plaza and each year offers a scholarship to a graduating high school senior girl.

After the famous San Francisco earthquake the members offered much aid to refugees, and the club records show innumerable instances of collecting and sending clothes to the needy, working on war drives, contributing toward and originating various community wide events and celebrations. It was the woman's club that created a service flag honoring and keeping track of the number of local men in World War I. The flag can be seen today in the Mission Museum.

IT WAS the Woman's club that picked up the tab for the bench in front of the Mission that was made from timbers from the original Cooper Bridge. The local club was among those organizations which helped purchase the Luther Burbank home in Santa Rosa as an historic site, and it was these women who landscaped the library grounds.

In recent years, the club work has been done by the various club sections, with projects such as planting an aromatic herb garden at the State

Hospital, establishing music scholarships, hosting well-known authors and distributing trees for the conservation department achieved.

"When the club was established, there was much to be done to improve Sonoma," Mrs. William Woodyard, 1974 SVWC president said. "But there is still much to be done for

our community, and we don't plan to sit on our laurels."

The ragman got drunk

"The ragpicker and his horse created quite an excitement last Saturday. The rag man was most gloriously drunk and the horse had a lively runaway down Broadway." -- From the Index-Tribune of Sept. 8, 1883.

Twin cities

Sonoma and its French twin city, Chambolle-Musigny, in the province of Burgundy, are much alike in their lush, rolling vineyards and cool, historic wineries. A fine red Burgundy is the product of the French winemakers.

The cities were first "twin-ned" in a display of international good will in Sonoma in 1959, with return ceremonies held in Chambolle-Musigny in 1960.



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The redwood wine tank

The large redwood wine tanks so traditional in most California wineries were apparently not nearly so common prior to 1906. Their rather universal use after that date was due to the nearly total destruction in San Francisco of supplies of white oak stored by coopers.

In a June, 1907 issue of the Pacific Wine and Spirit Review, the journal commented that the price of white oak had soared 20 percent and supplies had been exhausted. Besides, oak was needed for more vital concerns in rebuilding after the earthquake damage.

"The new material to be used

is none other than our own California redwood" the Review stated. "Wine tanks of redwood at the present cost of lumber will cost only about one-fourth as much as the same kind made out of white oak, or about 3 cents a gallon."

"Of course, the redwood may not be quite so desirable as white oak in many ways. For instance, winemen admit that evaporation will go on more rapidly from a redwood tank than from an oak one, but they have figured the thing down very fine and are satisfied that the redwood tank will answer all purposes and at the same time be so much cheaper."

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Chinese played role in Sonoma Valley's history

The Chinese left their mark in Sonoma Valley. Back in the latter part of the 19th century they were employed here in large numbers. They carved out wine tunnels, they built levees, they laid up rock walls. And their average pay was \$1 a day.

The late George Breitenbach said that in the late 1800s there were several hundred Chinese laborers on the ranches in Sonoma Valley.

Buena Vista had perhaps the largest number, he noted, where they were engaged in hewing the tunnels of the Buena Vista winery into the hills. They had their cabins on the hillside north of the wine cellars.

A Captain Cutter was the manager of this crew and his foreman was Po Ling.

Po Ling and his wife were highly thought of. They later operated a store and laundry in Sonoma. But while they were still in Buena Vista, Mrs. Cutter brought her infant son to the camp and Mrs. Po Ling sang a Chinese song to him using his name in the lyrics, "Dear Little Charles."

According to Breitenbach, the Jones Ranch, later the Sonoma Land Co., at one time employed about 160 Chinese. Many of the vineyardists of this period used the Chinese to do their farm work.

The Chinese worked 10 to 11 hours a day and fed themselves, all on that \$1 a day. The vineyardists who employed them included Haraszthy, Heller, Dresel, Gundlach, Winkle, Hill, Snyder, Sears, Howe, Hall, Hooper, Cady, Wohler, Kohler and Frohling.

THERE WERE Chinese who



THIS CHINESE gentleman was named either Hoe Poe or Po Ling — historians differ. At any rate, he was boss of the Chinese workers at the Buena Vista winery 100 years ago.

got on especially well with their white neighbors and these were well remembered. Such as Ah Gar and June, who both used good English.

Then there was John Burris, who was employed by the Burris family and apparently took their name. He even adopted the family's politics

and claimed to be a "good Democrack."

John took very good care of the Burris family plot in Mountain Cemetery. One time he found some flowers he had planted there had been dug up. He was wrathful with the town's

(Continued on Page 29)



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DAVID BURRIS



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Cabernet Sauvignon, tops list for connoisseurs



CHINESE VINEYARD WORKERS may be identified in this picture by their distinctive woven hats. This is a scene around 1900.

Chinese played role in Sonoma Valley's history

(Continued from Page 28)

cemetery committee.

Said John: "If a hog was rooting your fodder out of his grave, you wouldn't do anything."

IN THE 1870s and 1880s, many Chinese were brought to the

U.S. by the powerful Chinese organizations in San Francisco known as the Six Companies.

The orientals not only worked as laborers, but took any other kind of job they could. They worked in factories and as houseboys and cooks. They traveled from ranch to ranch with their blankets slung over their shoulders.

The competition they offered white workers led to agitation for curtailment of their numbers. A Chinese Exclusion Act was passed by Congress and gradually the quota of Chinese in California and this area dwindled.

But as late as the 1940s, there was a Chinese who sold fish here he caught in the Schellville sloughs. He carried them in two baskets which were suspended from a pole across his shoulders.

Early frost alarm system developed by vineyardists

A June, 1886 issue of the San Francisco Merchant carries this description of a frost alarm system being developed by Sonoma vineyardists:

"The Merchant has previously referred to the frost alarm introduced here by Mr. J.H. Drummond of Glen Ellen. A wire connected with a thermometer in the lowest part of his vineyard, most subject to frost, gave an alarm in his house when the thermometer fell to a certain degree.

"Mr. Thomas S. Glaister, of Sonoma, has conceived an idea which bids fair to out-frost the original freezer. It is simply the same idea and principle on a more extended scale. Mr. Glaister's idea is that if the wire can signal the approach of frost to a man's house, and so start the alarm, it can be made to do more and better work.

"Mr. Glaister's plan is to have an electric wire connecting from the main battery at the thermometer with each separate bonfire, so that when the temperature goes down to 33 degrees, the electric spark will be carried to every heap and so start the fires all around the vineyard. The owner... is... The... as

Cabernet Sauvignon wine has grown so much in popularity in recent years that it ranks at the top of the list for most wine connoisseurs. The wine is not, however, new to California. It has been consumed here for over a century, most often as part of a blend for a once stock wine called "Claret".

When the first Cabernet grape was planted in the state is still an historical uncertainty but it was growing in Sonoma valley in the late 1870s. An early valley wine maker named Capt. J. H. Drummond presented pure

Cabernet Sauvignon wine for tasting at the State Viticultural Convention in 1881 at San Francisco.

Viticulturists of the time did not like the Cabernet grape because it was such a shy bearer and in lean years, quantity was important, not quality.

Here and there in California, discriminating wine men, usually of some wealth, experimented with the grape until one of them determined that a very choice claret could be made from a blend of the

Cabernet Sauvignon, Merlot and Verdot grape. The idea soon gained acceptance and spread rapidly. (Claret was once the number one red wine produced in California and remained so until the late 1930s)

The New York Tribune in 1888 published the secret of this blending success in a long article on the California wine industry:

"Six years ago the Zinfandel was the best claret grape, and every one was loud in its praise. Now it is relegated to second

(Continued on Page 30)

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Reflecting on where and how things used to be



FIRST ST. EAST IN EARLY DAYS

Vella's Fountain now stands next to building at left

Somewhere beneath the blacktop of Stu Lambert's Chevron Station is a diamond ring estimated by old time Sonoman August Pinelli to be worth about \$6,000 today.

Pinelli remembered the ring as part of collection of memories about downtown Sonoma more than 25 years ago, a far cry from the set of shops and businesses seen by today's residents. To those who have lived in Sonoma for many years, names like the Union Hotel, Warner's Creamery, Prull's dress shop and the Old Bath House conjure up images of an earlier Sonoma, a smaller and slower paced town.

The ring incident, Pinelli said, happened during the days when the spot where the Index-Tribune now resides was a combination hotel and eating

place, and part of the Lambert station was a blacksmith shop and gravel alleyway leading to the rear.

PINELLI remembers helping to look for the ring, which belonging to a woman from San Francisco, at that time, circa 1915-1920, was valued at about \$1,500. That was also the era, according to Pinelli, when the Supply store on the corner of Napa and First st. west was a real livery stable, and a wagered contest between a horse and car would stop traffic (what little there was) on Napa st.

Some of today's familiar sites around the Plaza were relocated in recent years. What is now the complex of storefronts along Napa st. connected to the HyLond

building were at one time the home of a Sprouse-Reitz, a bakery, a fruit stand, a barber shop and a butcher shop.

Great Western Savings and Loan is the site where Clewe's store and later a gas station used to stand, and Bank of America was located until 1957 where Woods Realty now stands. The present site of Bank of America was for many years occupied by the grand Union Hotel, with its dance floors and bar, its meeting rooms and its stages which every weekend and on special occasions held hundreds of local residents who came to trip the light fantastic. At one time, in its later years,



UNION HOTEL AND HALL

Site now occupied by Bank of America

the Union Hotel also housed several shops, including a Western Auto store and a washing machine shop.

Today's Chamber of Commerce building, known as the Batto Building, was in its heyday a bank and adjoining store. At that time the Chamber offices were located in the "barracks", now a state historic site. The Barracks, at various times in its history served not only as office space for such professional men as accountant William C. Bat-chelder, and attorneys Roland Kruger and A. J. McMahon, but for many years the upper level was a home.

Included in its list of residents are Mr. and Mrs. Walter Murphy, who ran the Index-Tribune from 1915 until the present owner, Mrs. Murphy's nephew, took over the publication.

Kitty corner from the

(Continued on Page 31)

Cabernet Sauvignon

(Continued from Page 29)

place, and the choicest claret is made from the Cabernet Sauvignon, Merlot and Verdot, in the proportion of three-fifths of the first and one-fifth of each of the others. These are the grapes that are used in making the famous Lafitte and Maragaux wines, the highest European types of clarets."

Unfortunately, California clarets varied considerably from winery to winery and how universal this wine combination became, is somewhat suspect. Nevertheless, many of those claret wines which won gold and silver medals over the years, probably included much of the now popular Cabernet Sauvignon wine.

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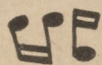
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Reflecting on where and how things used to be



CLEWE'S STORE

Where Great Western Savings & Loan now stands

(Continued from Page 30) barracks, one would have stopped at Warner's Creamery for a bite to eat 25 years ago. The shop, which has always sported the Vella Ice Cream sign seen even today, was leased for several years by Howard Warner. A teacher at Davis, where he instructed his students in the fine art of ice cream making, Warner came to Sonoma on the offer of one of his students, Vella, and then later opened a shop of his own in Santa Rosa. During that era, one had only to walk up the block to mail a letter at the post office, now housing the Plaza Restaurant.

SHONE'S MARKET used to be Gottenburg's market back in the days when the fruit drying industry was still a mainstay in Vineburg. The industry was run by John Batto and Sons, and in 1945, more than 100,000 boxes were packed and shipped by the firm. It was also in Vineburg that the Sonoma Valley Apple Grower's Association found its home until the 1950s.

The history of the Fran-

ciscan Restaurant which recently closed its doors goes back to the name the Fireside Lodge, and Juanita's Galley was known in the 1940's as the Fetter's Hot Springs Hotel, featuring dancing nightly in the Circus Rumpus Room.

Some of the names prominent in the mid-forties that haven't been heard in awhile are Archie's hotel and bar, now the site of the St. Vincent DePaul store on Hwy. 12 in Boyes Springs; Al Carr and Son meat market and delicatessen, now familiar as the Big Three; Rozario's Palms Inn, now the El Verano Inn, and Agua Caliente Springs Hotel which several years ago changed its name to the Agua Caliente rest home. Across the street from Little Switzerland on Riverside dr. used to be the Shamrock Villa, and those who use to frequent Boyes Springs area might also remember the long gone Woodleaf or the Idle Hour bars. The Ogaz bicycle shop used to be the home of Valente's bar and cocktail lounge and at

one time, Food City was a roller skating rink.

A man named Emmett Mullen used to own a "general

merchandise store" in El Verano, and Bill Locarnini, father of Sonoma's physician, used to have a Chrysler dealership and garage where Derrington's service station now stands at Grove st. and Arnold dr. Another service station, this one no longer in existence, was Sonoma's Automotive Service, located where Sonoma TV and Radio now does business.

There are of course the old faithfuls who will probably still be around 25 years from now, businesses like Mission Hardware, run by that local informant of past events, August Pinelli; Eraldi's, Swiss Hotel and El Dorado Hotel, Friberg's and Simmon's drugstores, Ruggles Music Store and Hotz department store.

Stu Lambert's station might still be around then too if someone doesn't tear it up to find that diamond ring.

Sonoma's very first doctor

Probably the first doctor in Sonoma was Dr. Charles Von Geldern, who arrived here in 1850. He was educated in Germany as an apothecary.

He was reported to be an omnivorous reader and a cultured and erudite gentleman.

He lived on property east of the Plaza and had rooms on the upper floor of his home which he used as a hospital.

His favorite remedy was said to be cold water -- applied internally and externally. He lived here all his life and is buried in Mountain Cemetery.

Some town hoodlums

"Some of our town hoodlums amused themselves Tuesday night by riding on horseback inside of the Plaza pavilion, making as much noise as a dozen Arizona cowboys. We hope this business will be stopped as soon as our city government is put in working order." -- From the Index-Tribune of Sept. 8, 1883.



Wayne Petersen



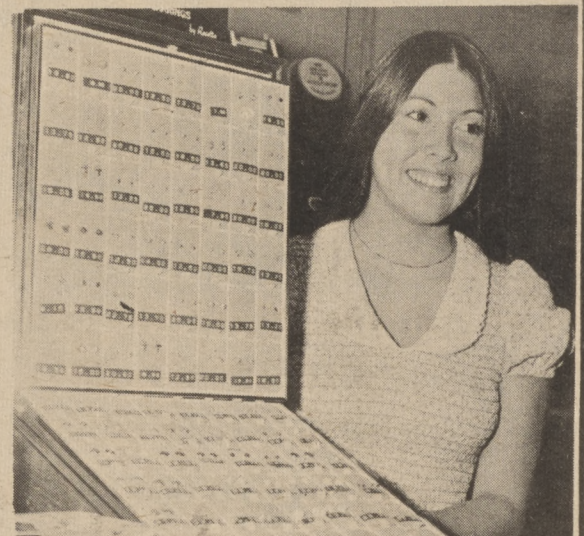
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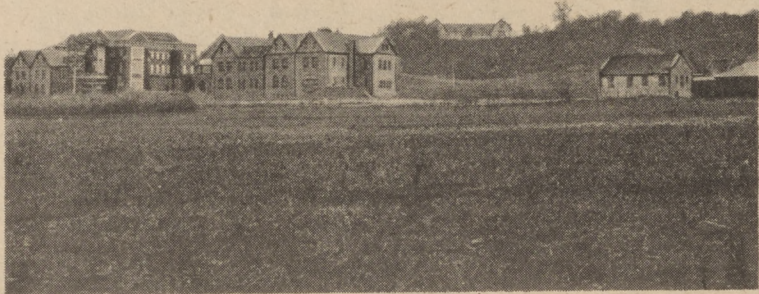
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Sonoma

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Sonoma Mission and its Padres



**Sonoma State
Hospital
in 1890s**

This old print, from the postcard collection of Mrs. Tom Polidori of Boyes Hot Springs, was titled: Home of Feeble-Minded at Glen Ellen, Cal. and was evidently printed before the institution had its own railroad station and postoffice later to be called Eldridge. A far cry from the beautifully landscaped, tree-lined Sonoma State Hospital of today.

California celebrated its 124th birthday

On September 9, California celebrated her 124th birthday as a free state.

California was admitted into the Union in 1850. Prior to actual admission, the first legislature convened in Monterey to draw up a petition requesting Congress to accept California as an independent state. General Mariano G. Vallejo of Sonoma was one of the strongest advocates for joining the Union.

The question of slavery presented some delay, but on September 9, 1850 California was admitted as the thirty-first state in the Union.

Opponents launched a campaign against admitting California into the Union because she was to be free and had never served a probationary period as a

territory.

"The unity of our Empire hangs on the decision of this day," said William H. Seward, a New York senator of the time who advocated California's admission to the sisterhood of states.

"California, that comes from the clime where the West dies away into the rising East-California, the youthful Queen of the Pacific, in her robes of freedom, gorgeously inlaid with gold—is doubly welcome," the senator continued.

After days of caustic debate, the Golden State's request for admission was approved by the United States Senate and House.

On the glorious day of September 9, 1850, President Millard Fillmore signed the bill granting self-governing California statehood.

The Sonoma Mission was founded in 1823 by Padre Jose Altamira. It remained a mission until the Mexican government's secularization order of 1834, when it was declared a parish church, with Padre Jose Quijas in charge.

Fr. Altamira built a small plank church, a priest's house, quarters for soldiers and a granary, all surrounded by an adobe wall. But after an Indian

raid in 1826, he became discouraged and left.

He was replaced by Fr. Buenaventura Fortuny. He was noted for his kindness toward the Indian neophytes, the native Americans whom the padres were trying to convert to Christianity. He built a larger church, expanded the other buildings and increased the Mission's livestock herd.

After Fr. Fortuny retired in

1831, he was replaced by Fr. Jose Maria Gutierrez. He lacked experience and due to complaints of his treatment of the Indians his term was short. He was succeeded by Fr. Quijas.

Fr. Quijas increased the Mission's holdings but had to bow to the secularization order. The lands and equipment of the Mission were divided among the freed neophytes.

Our compliments and congratulations to all of you
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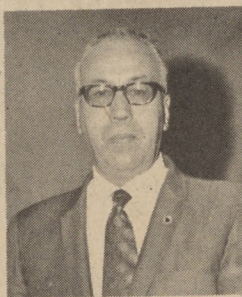


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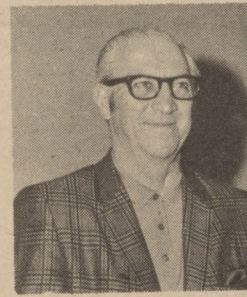
Morwear Paint Store

Valley Mart Shopping Center

Sonoma



RICHARD BOND



LOUIE MINELLI

Vintage Festival Greetings



from

Century 21/Woods Realty

500 Broadway

996-8415

Sonoma

Highwaymen, horse thieves and potatoes

By RICHARDE E. DOUGLAS

During the very early 1850s Sonoma's chief export was bandit gang leaders. These highwaymen and horse thieves were former "soldiers" of the great land baron General Vallejo. Later Sonoma's chief export was potatoes. The

banditti and the potatoes had somewhat the same virtues. They grew in spite of anything and did not spoil easily in being transported to other areas.

Companies of the United States Army had made Sonoma and the North Bay counties generally too hot for use as a

bandit hideout. General Persifor Frazier Smith and General Bennet Riley, his Department Commander, were both men of wide experience soldiering on various frontiers. Gen. Smith had even conducted amphibious operations against pirates off the great port city of New



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Orelans.

The United States troops stationed at Sonoma and Benecia were not exactly the boy next door. For the most part they were Bowery B'hoys from New York's immigrant ghettos and a sprinkling of dubious western characters who had been irregulars in Mexico during the late war.

Which is a nice way of saying they were Anglo-Mexican banditti who threw in with the United States during the late war with Mexico. They were about as much trouble for their own officers and NCOs as they were for the Indians and bandits they were sent to put out of action.

They were, as people used to say, as hard as nails. It is a remarkable fact that in spite of their tendency to brawl and be disrespectful very few of them distinguished themselves as highwaymen after they arrived in old California. With the exception of Jack Powers and a couple other former United States soldiers the Anglos never found their calling in open banditry.

Joaquin Murieta has become the archtype of the Mexican-Californio bandit leader but he was not, strictly speaking, a

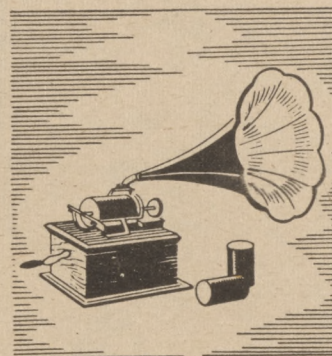
Sonoma boy. Three Finger Jack Garcia, Blas Angelino, Ignacio Valenzuela, Francisco Garcia and Ygnacio Balensuella, to mention only the historically more prominent, were among the numerous former vaquero-guerrillas who took on the State of California -- and each other, when things got slow -- during the early 1850s.

Various logical reasons have been submitted to explain why so many of the Sonoma gentry achieved prominence as bandits. First, of course, was the bitterness said to have resulted from the Bear Flag Revolt. Second, was the injustice of the Exclusion laws passed by Yankee Courts, which made it illegal for Mexicans, Californios and South Americans to share in the search for the treasure of the Sierra Nevadas.

These are fine romantic notions, but they overlook something fundamental that existed long before the capture of Sonoma by the Bear Flag Party, the subsequent Gold Rush, and the still later Exclusion Laws. It overlooks the Mexican-Californio cult of Muy Macho.

To perform a gaudy deed of bravery and thereby to be much

(Continued on Page 34)



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Highwaymen, horse thieves and potatoes

(Continued from Page 33)

man -- in a particular way -- was the real goal of life for these men who terrorized the State. It was neither subtle nor was it subliminal. Which is to say that it was not an unconscious impulse. It was a deliberate and willful action.

The differences between the Mexican-Californios and the Anglos went back a lot further than the Bear Flag incident. It also went a lot deeper, too. As for the gold in the Sierras, all the easy surface placers had been emptied with fine impartiality by Anglos and Californios alike.

This all took place before the '49ers ever arrived on the scene. By the time the Exclusion Laws took effect gold mining had become physical drudgery and Big Business. It took a lot of expensive equipment to force Quartz Mining to surrender its profits.

Since conditions in the gold fields automatically cancelled out the one man, one pick, one gold pan concept, the Exclusion Laws really affected no one except big money syndicates.

Nor was the notion that poverty became the lot of the Californio under Yankee domination a valid excuse. Anyone who was willing to turn a glove during the Gold Rush had his pick of the job market. One of the most constant complaints of the day was the unwillingness of people to work at normal jobs.

The real problem was the lack of opportunity to be muy macho. That is, to make a big splash as a hell of a guy. It wasn't really very exciting and heroic to muck around in the hills for gold.

The Mexican Californio banditti had a yen for the excitement and the fuss. Plodding solid accomplishment lacked the melodrama which is the heart and soul of being muy macho.

It is not, therefore, surprising to the historian that their subsequent banditry was hallmarked by a confusion over the thing to be done and the way it was to be done.

If they were, as they claimed, Partisans fighting against the Anglo invaders, they took just

about every course of action calculated to miss the true objective of an organized Resistance Movement.

These bandits were superstitious and primitive in the sense of being uncluttered with a great deal of thinking through to the reality of things. This notion of courage was unthinking and the cause of much sorrow and suffering. The gaudy way in which the crimes were committed was more important than the benefits or rewards derived from the commission of the crimes. The profit, that is, to the humble Californio they claimed to defend.

What this amounted to was that the Californio banditti was capable of great acts of pointless courage. Pointless, that is, if judged by any standards but his own. He might be mild as milk if there was no one present to applaud his villainy. Given a big audience he was quite prepared to throw his life away in pursuit of the most patent vainglory.

To the observer unfamiliar with the niceties of the code of muy macho, their sort of bravery is a puzzle. Also, seemingly, these bandits double-crossed each other over trivialities. Division of the spoils, the favors of a bandit queen, or simply, because of an uncontrollable urge to play out their big death scene.

Two bandits who had ridden the outlaw trail for years would suddenly turn on one another with knife or gun. Men who could ride the lonely hoot-owl trail without friction could, in the presence of a large crowd, proceed to kill each other with remarkable savagery over a spilled drink. It was, you see, the absence or the presence of the audience that determined the behavior pattern.

In the fall of 1854 Francisco Garcia, a former Sonoma boy, who had ridden against the

Bear Flag Party in the revolt of 1846, was the leader of his own bandit gang. He quarreled with his gang lieutenants, Sebastian Flores and Blas Angelino, the latter also a former Sonoma boy. The disagreement was over the pending division of the spoils. Garcia's two lieutenants attacked him and he received a serious wound.

In a subsequent quarrel between Flores and Angelino, Flores turned State's evidence and his testimony got Blas Angelino executed by public hanging. According to the code of muy macho, for all anyone knows, a public hanging may have been Blas Angelino's finest hour.

It was not so much, I would judge, a death wish as an obsession with day dreams of violence. To lie dying with a dirk or bullet between one's ribs while beautiful maidens wailed and brave men muttered "Muy macho!" and youngsters vowed to emulate one's actions, made death, the final enemy, a paltry consideration.

There is some valid reason to appreciate General Vallejo's refusal to be rescued by his own partisans under Juan Padilla and Ramon Carrillo. At the time he was being escorted to Captain Fremont's camp under a guard of men from the Bear Flag Party. His partisans under cover of night got close enough to the General to whisper that they were there to save him. Vallejo recalled that he refused the offer in order to save needless bloodshed.

By the code of muy macho the rescue required something more gaudy than merely cutting the General's bonds and sneaking off into the night. What kind of a rescue would it be without speeches and much slaughter? In a very real sense the rescue of the General was, at the showdown, less important than the rescue operation. It was difficult to

achieve the appropriate moderation when the rescue party was obsessed with a sense of mission.

To the Anglo historian as to the Anglo contemporary of the bandits, their deaths were not only unrealistic, but caused the destruction of some good which made the events incongruous. To the bandits themselves it was a marvelous and gaudy big splash, and nothing more was needed. The pain and the suffering were in reality its pleasure and beauty.

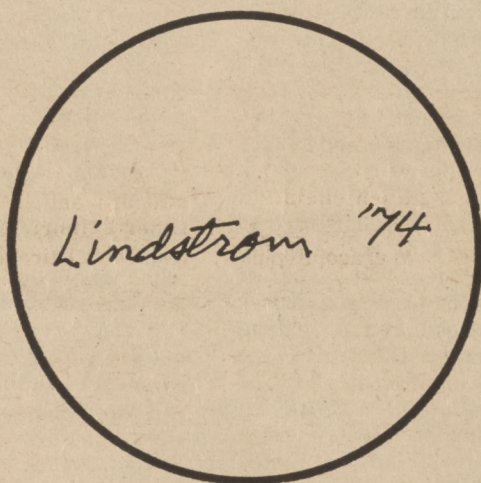
America has always been the arena for all sorts of human aspirations. Muy macho is as valid an aspiration as any other.

Ships once sailed up Schell slough

Sailing vessels used to come up Sonoma Valley as far as what is now the Schellville railroad station site. This was in the latter half of the 19th century.

Steamers and sailing vessels used Schell Slough, a stream parallel to Sonoma Creek and as large, but eventually this waterway silted up and the Embarcadero was pushed farther and farther south from Sonoma.

The graceful sloops and steamers were replaced by flat bottom scows as the stream grew shallower and shallower and finally water transportation in Sonoma Valley came to an end around 1898.



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The Kenwood Depot - - as old as the village itself

The Kenwood Depot is a Sonoma Valley heritage, for it is as old as the village of Kenwood itself. Built in 1887-1888, the depot and the railroad it served were started soon after the town was laid out in the summer of 1887.

The distinctive style and solid construction of the building were no accident. Town founder N. W. Griswold was determined that the station's design would be in keeping with the style of the buildings under con-

struction or planned.

Hence, in granting a right of way to the railroad, Griswold dictated the design we see today — far more distinctive than the wood stations used elsewhere on the line.

THE UNIQUENESS and historical significance of the Depot were recognized by Sonoma County when the new Sonoma County Courthouse was built. In the time capsule in the cornerstone of the building are

a copy of Evelyn Weinmann's pen and ink sketch of the depot and a publication with a full page of Depot history.

Freight was of prime importance in the railroad's early days. Stone paving blocks, quarried in nearby hills, filled many a southbound car and paved many a San Francisco street.

Fruit was another important commodity, and passenger traffic grew steadily until a peak of four trains daily passed



THE KENWOOD DEPOT

Serves now as community clubhouse

through the town.

But the coming of the automobile and a changing economy doomed the railroad and service was discontinued in the late 1930s.

surroundings as gracefully as in its youth. And it is still as much a part of community as when trains were rolling through with passengers and goods bound for the Bay Area.

—(Based on articles by

James Fidiem and Dee Sand).

Now in its 86th year, the Depot still fits into its

The Sonoma Rose

The Sonoma Rose was introduced in 1972 by the John S. Armstrong rose company after extensive propagation and experimentation going back several years. It was introduced to commemorate the Sonoma Mission Sesquicentennial in 1973.

The rose is a graceful pink floribunda. The color of the blooms, which are produced in great abundance, is a medium pink, tending to salmon pink, while the buds have a deeper tone.

Both flower and bud are

beautifully shaped and are set on a plant which is vigorous, well-balanced and healthy.

The development of the Sonoma Rose was aided by Sonoma nurseryman Frank Wedekind, by horticulturist Bob Cannard and by Sonoma old-timer Henri Maysonave, formerly chairman of the city's parks and recreation commission.

Plantings can be seen at the fountain in front of Sonoma City Hall, at the Sonoma Mission and the Vallejo Home.

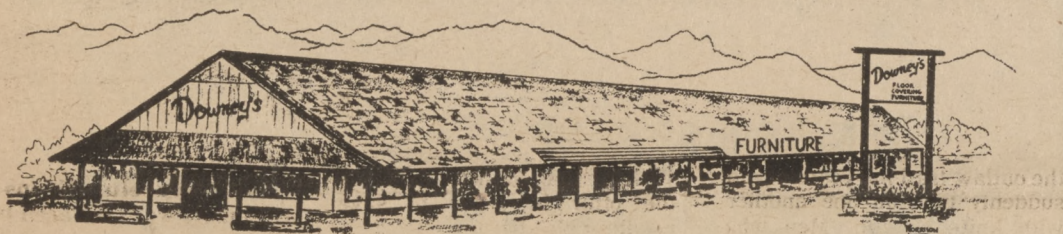
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Sonoma



Valley of the Moon winery

Enrico Parducci and his son, Harry, are the owners of this winery, which was once owned by Fighting Joe Hooker, famous Civil War General. It was bought from Hooker by Eli T. Sheppard, American consul at Tientsin, China, in the 1880s and later an advisor to the Japanese Government. Its vineyards cover 200 acres and produce Zinfandel and Semillon grapes. The Parduccis produce around 100,000 gallons of wine a year, the principal types being Zinfandel, Semillon, Claret, Chablis and rose varieties. The winery is located on Madrone rd., beside Sonoma Creek, near Glen Ellen.

Cheese-making in Sonoma

Sonoma has always been noted for its fine cheese and one of the early cheesemakers of the late 1840s was Marie Brunner. She was also noted for her butter models made from cream which she kept in stone crocks in her adobe storehouse. She would take the substance and fashion it into animals of many kinds making the fleece of a lamb by squeezing the butter through the meshes of a square of fine muslin. When Fannie Vallejo married Capt. John B. Frisbie at the Casa Grande in 1851, Marie Brunner modeled the bride's centerpiece.

Soon after the turn of the century, Jose Vella, an Italian settler, started the first commercial cheese factory. Today there are two, the Vella Cheese Company and the Sonoma Valley Cheese Factory, the latter managed by Lawrence

Viviani, who learned his trade under Vella.

These factories ship cheese all over the United States, supplying nationally known firms with Sonoma-made cheese which bears well advertised labels. Visitors interested in Sonoma history often curtail their visit to historic shrines, in order that some of the delicious cheese may be taken home.

City Hall bonds won

"The proposition of bonding the city of Sonoma for \$10,000 for the new City Hall came up before the voters here last Monday and was carried by a big majority." -- from the Index-Tribune for Sept. 30, 1905.



**Festival
greetings**
from
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Gitti's
TEXACO
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996-9852



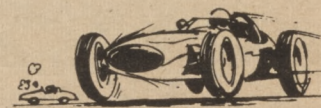
At the ZD Winery

Norman C. de Leuze, left, and Gino R. Zepponi, are shown in the aging room of their ZD winery, which they established five years ago on Burndale rd., south of Sonoma. They buy their grapes in the Carneros section of Napa and produce a White Riesling, Gewurztraminer, Pinot Noir and Chardonnay wines. Their mini-winery is a family operation.

BEST WISHES

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French winery in Sonoma Valley

The winery at Hanzell Vineyards, northwest of Sonoma, is reminiscent in architecture of the famous Clos de Vougeot winery in the province of Burgundy, France. It was built in 1956 by the late James D. Zellerbach, San Francisco business leader. It was more recently owned and operated by Mrs. Douglas Day,

who died just last year. The emphasis at Hanzell is on producing top quality wines, with the quantity limited. Only two varieties are offered. Chardonnay and Pinot Noir. The winery produces between 700-1200 cases per year. Last year it harvested 12 tons of Pinot Noir grapes and 7½ tons of the Chardonnay.

Chris Jorgensen mission paintings

The beautiful Chris Jorgensen paintings of California's missions — which are now housed in the Sonoma Mission — were painted in 1903-04. During these years, Jorgensen traveled the length of the state by horse and buggy, visiting all the missions, and sometimes staying at a site for weeks "to catch the light."

Bear Flag party members shown much attention

Historian Honoria Tuomey notes that most of the members of the Bear Flag Party made their homes in Sonoma County. Some became prominent in public affairs. Much attention was shown them and they were

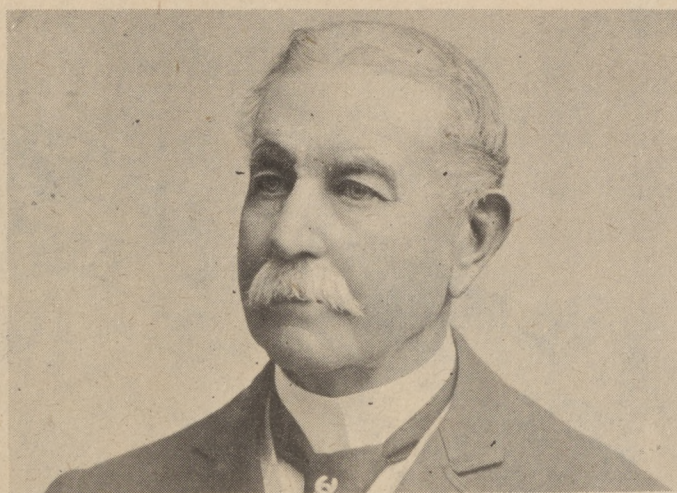
guests of honor at patriotic gatherings.

The last survivor of the Bear Flag Party was the late James McChristian, who died in Sebastopol in June, 1914, 68 years after the raising of the Bear Flag in the Plaza in June, 1846.

National Landmark

The Sonoma Plaza was dedicated as a National Historic Landmark on Sept. 24, 1961.

THE TITLE of General Vallejo's home, Lachryma Montis, means 'Tear of the Mountain.'



CAPTAIN H. E. BOYES -- This Britisher saw the value in the warm mineral springs in Sonoma Valley, and established a health spa which attracted thousands to Boyes Hot Springs.



Grand Cru Winery

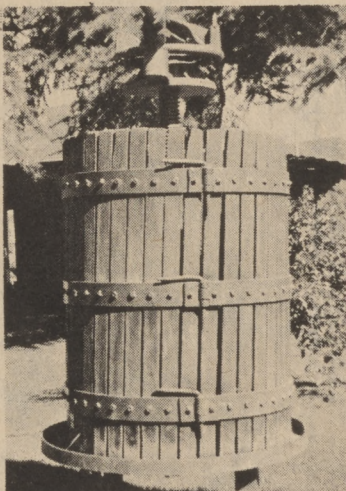
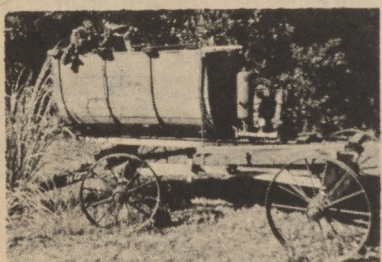
The Grand Cru Winery is the former Mancuso Winery and is located on Henno rd., in Glen Ellen. This the office and tasting room. General manager is Al Ferrera. Grand Cru specializes in Zinfandel wines. The history of the winery is traced back to 1886, when it was known as the Lamoine winery.



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The Sebastiani winery

Established in 1904 by Samuele Sebastiani, this vast winemaking operation located on Fourth st. east in Sonoma is carried on today by August Sebastiani, son of the founder, and Sam, his grandson. The Sebastiani vineyards date from 1825. They now have 400 acres of varietal grapes in the valley and purchase many more grapes at crushing time. Sebastiani offers some 30 fine wines, including red and white table wines, aperitif and dessert wines, vermouths and champagnes. The winery has one of the most extensive systems of premium wine aging in the U.S. After a full maturing in the wood, the binning of the wines takes place and in the binning cellars, each bottle is carefully developed. Tours are offered daily to visitors.

Shock treatment to save the vines

In their panic to find a remedy to the phylloxera vine louse in the 19th century, grape growers sometimes resorted to bizarre uses of new inventions.

Electric lights were just coming into being in the 1880s and John Wheeler and Clarence Wetmore of the State Board of Viticulture decided to try giving electric shocks to grape vines suffering from phylloxera.

The results, tried in January, 1887 were "beneficial" reported a Napa valley newspaper.

First newspaper

The Sonoma Index-Tribune is the successor to the first newspaper published north of San Francisco. It was called the Sonoma Bulletin and first appeared in 1850. The editor and publisher was Alexander J. Cox.

After five years in business here, Cox went to Napa County and started the first newspaper there.

How Glen Ellen got its name

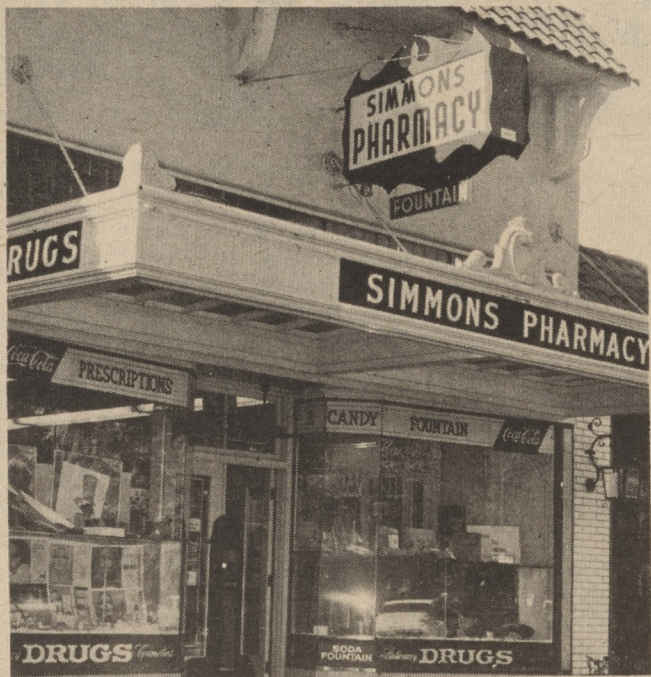
Colonel Charles V. Stuart, of Pennsylvania, who purchased a large ranch in the upper end of Sonoma Valley in 1859 named the property Glen-Ellen, in honor of his wife and this has been retained as the name of the community which came to flourish near the Stuart ranch.



Buena Vista Winery

The Buena Vista Winery, northeast of Sonoma, was established in 1857 by Count Agoston Haraszthy, the Hungarian emigre who is credited with being "The Father of California Viticulture". The winery has some 350 acres of vineyards which produce such grapes as Cabernet, Pinot Noir, Gamay Beaujolais, Pinot Chardonnay, Gewurz Traminer and Johannisberg

Riesling. Production at Buena Vista is about 50,000 gallons a year. Buena Vista was purchased from Frank Bartholomew by Young's Market Co., of Los Angeles. The manager is Philip Gaspar. The veteran winemaker is Al Brett. The winery's venerable stone buildings are located at the end of Old Winery rd.



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29 East Napa St. 996-3696 Sonoma

Serving you in Sonoma for 52 years



475 First St. West

996-2013



Hacienda Wine Cellars

The valley's newest premium winery had its formal opening last September, coincidental with the annual Vintage Festival. Located at the end of Castle rd., in Buena Vista, it is owned by Frank Bartholomew, the noted winemaker who restored the Buena Vista Winery -- which dates from 1857 -- after World War II. The building,

formerly a district hospital, has been completely remodeled and the wine room features tiled floors, heavy beams and a decorative fountain and bar. Hacienda sells wines direct to the public and not through stores or distributors. Arlie Brett is manager, John Schallert is in charge of the sales room.



The Kenwood winery

Built by the Pagani family in 1906, this winery was taken over by a new group in 1970 following the death of Julio Pagani, son of the founders, John and Amadeo. The present operators are Martin Lee, his two sons, Michael and Marty, John Sheela and Neil Knott. They remodeled the tasting room last year and many improvements include 500 oak barrels and two stainless

steel fermentation tanks of 5000-gallon capacity each. They own 18 acres of vineyards at the winery site on Hwy. 12, and lease 120 other acres on the valley. Their principal wines are Cabernet Sauvignon, Zinfandel, Pinot Chardonnay, Riesling and Chini Blanc. Now known as Kenwood Vineyards, the winery distributes its wines All over the U.S.

CATERING

AN EFFICIENT AND PERSONABLE SERVICE



IL DESINARE

JANE BLASI—996-3760

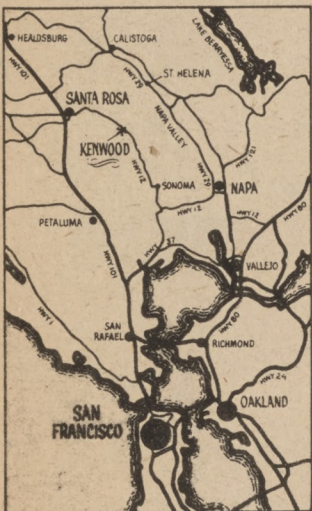
PHYLLIS SERAFINI—996-3009

20540 Broadway, Sonoma



2. BEAR FLAG RAISED JUNE 14, 1846

KENWOOD WINERY



KENWOOD WINERY

is located at Kenwood in the historic Sonoma Valley. The region is recognized as one of the finest for growing varietal grapes.

Inventories are naturally limited by our efforts to achieve the highest standards of quality. We invite you to experience Kenwood wines and to visit us at the winery.

Kenwood Winery P.O. Box 447 Kenwood, Calif. 95452

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entrance to
the famous
El Paseo
fascinating
experiences
in
arts-crafts
food-drink
antiques
flowers
and history

SONOMA PROGRAM

Vintage Festival Program-Supplement

AT THE COMMUNITY CENTER

276 East Napa St.

Saturday and Sunday, 10 a.m. to 9 p.m.

11:00 AM
12:15 PM
1:00 PM
1:15 PM
1:15 PM
1:15 PM
1:45 PM
2:00 PM
2:45 PM
3:00 PM
3:15 PM
4:15 PM
5:00 PM
5:30 PM
5:30 PM
9:00 PM
12 Noon to 5 PM

At the Mission
Grinstead Memorial Amphitheater
Bear Flag Monument
Grinstead Mem. Amp.
North Central Plaza
Northwest Corner
Grinstead Mem. Amp.
Northwest Corner
At the Mission
Grinstead Mem. Amp.
Grinstead Mem. Amp.
North Central Plaza
Grinstead Mem. Amp.
Northwest Corner
Sonoma Mission Inn
On the hour in City Hall

BLESSING OF THE GRAPES
SONOMA VALLEY CHORALE
BEAR FLAG INCIDENT
SCHOOL OF MODERN DANCE
PLAZA PLAYHOUSE
YOUNG AT HEART
SONOMA DRIFTERS
SONOMA VALLEY JAZZ BAND
WEDDING
SIRIUS
LAS BRUJAS (Feature)
PLAZA PLAYHOUSE
TENNESSEE TOP CATS
GOSPEL SINGERS
SPANISH BALL
PULSE OF LIFE (MOVIE)

STROLLING MUSICIANS: St. Francis Folk Singers
William Forshay

SONOMA PROGRAM

10:00 AM

Trinity Episcopal Church
275 East Napa Street

HISTORICAL PAGEANT
The Seven Flags of Sonoma
Ruth Akin, Author

10:30 AM
11:00 AM
12:00 NOON
12:15 PM
12:15 PM
1:00 PM
1:00 PM
1:00 PM
1:15 PM
2:00 PM
3:00 PM
3:00 PM
3:00 PM
4:00 PM
5:00 PM
5:00 PM
12 Noon to 5 PM

Grinstead Memorial Amphitheater
Sonoma Plaza
Plaza Front
Grinstead Mem. Amp.
Northwest Corner
Grinstead Mem. Amp.
North Central Plaza
Northwest Corner
Grinstead Mem. Amp.
At the Mission
Tree behind Grinstead Mem. Amp.
Northwest Corner
Grinstead Mem. Amp.
Spain St. & First St. East
North Central Plaza
Northwest Corner
On the hour in City Hall

GOSPEL GROUP
HOME TOWN PARADE
EAST BAY BANJO BAND
CHILDREN'S BALLET THEATRE
SHERIFF'S BAGPIPE CONCERT
SWEET ADELINES
PLAZA PLAYHOUSE
SONOMA DRIFTERS
REDWOOD CHORDSMEN, SPEBSQSA
WEDDING
CLARA GRECO ACCORDION BAND
SONOMA COUNTY CONCERT BAND
LOS RITMITCOS
FIREMEN'S WATER FIGHT
PLAZA PLAYHOUSE
TENNESSEE TOP CATS
PULSE OF LIFE (MOVIE)

STROLLING MUSICIANS: St. Francis Folk Singers
William Forshay

Front and back cover
photographs
by Rob Cherwink

Valley of the Moon Garden Club, Flower Show and Tea Room
Rebekah Lodge, hand-made articles
Mrs. Linda Conti, hand made articles
Joyce Keiser, hand made articles
Roxana Batto, hand made articles
Helen and Vivian, ornaments
Joseph Woods
James Murphy, leather
Jahn and Kim Baker
Mr. and Mrs. Larry Neilsen, glass wind chimes
Dolly Meglen, silver jewelry
Annie Wildwood, puppet show
Gem and Mineral Club exhibit, room 115.
Jack and Florence Bell, miniature flower arrangements and wooden novelties.
OPEN HOUSE throughout building in various studios

PLAZA PLAYHOUSE

Two productions both days, North Central Plaza area
Saturday 1:15 and 5 p.m. - Sunday 1:00 and 5 p.m.

"THE CITY SLICKER AND OUR NELL."
By LELAND PRICE
A rootin', tootin', shootin' melodrama presented by Plaza Playhouse.

Minnie, pure as driven snow Jocelyn Maches
Nellie Beard, little mountain flower Lynn Diekmann
Violet, another flower Jessica Geiger
Frank, heart of oak, head of hickory Bruce Bromley
Aunt Martha, old as the hills Rebecca Reed
Dan Tucker, looks whole world in the face Mike Crane
Sheridan Douglas, city slicker Mike O'Connell
Toby Snodgrass, not as dumb as he seems Preston Reid
(how could he be)
Clarabell Worth, isn't worth much Karen Goodman
Director, Lew Casazza

50 cents adults
25 cents children
45 minutes

The Plaza Playhouse is a group of Sonoma Valley residents who have banded together to form a Little Theatre. Under our new organizational policies, we intend to bring to Sonoma Valley participation in and presentation of excellent theatrical productions.

We invite you to join us in our latest selection, "American Blues," an evening of Tennessee Williams, directed by Wally Welch and to be presented in November.

FREE CABLE CAR TRANSPORTATION
to and from Plaza, Community Center, Veterans' Memorial Building and parking area.

Courtesy of Imperial Savings and Loan

INFORMATION CENTER
is located in the center of Sonoma Plaza at the head of Broadway.

Courtesy Soroptimist Club of Sonoma Valley.

RED CROSS SERVICE
Volunteer Emergency Service by the Redwood Empire Chapter of American Red Cross on Saturday will have the disaster van, and on Sunday will have the new multi-service center in the Plaza.